ΠΑΝΕΠΙΣΤΗΜΙΟ
ΠΑΤΡΩΝ
UNIVERSITY OF PATRAS

DEPARTMENT OF BUSINESS ADMINISTRATION

ECTS Guide 2015-2016

Patras 2015

Department of Business Administration

The Undergraduate Programme

THE DEPARTMENT

The Department of Business Administration started its operation in the academic year 1999-2000 when it had its first intake of students. The Department is growing fast in teaching staff, equipment, library facilities and laboratories. At present the Department has eighteen faculty members, consisting of five professors, seven associate professors, five assistant professors and one lecturer.

The current Head of Department is Associate Professor Ioannis Giannikos and the Vice Head is Professor Vassileios Vutsinas.

The department offers a wide range of Business Administration subjects at the undergraduate and postgraduate level. The department offers an undergraduate program leading to a Bachelors Degree in Business Administration. Moreover the Department runs a postgraduate program leading to a Masters (M.B.A.) or a Ph.D Degree.

All students have access to the Central Library of the University of Patras, which keeps a great collection of books and periodicals covering all subjects taught in the University. In addition, the Central Library possesses an extensive collection of books covering all the fields of Business Administration and subscribes to a large number of specialists journals related to the research activities of the faculty members.

At the moment the Department of Business Administration accommodates the following laboratories:

1) Laboratory of Management Information Systems and Business Intelligence,
2) Laboratory of Research & Tourism Satellite Account,
3) Laboratory of eGovernment and eCommerce with a focus on Innovation and Entrepreneurship.

Moreover, the Department of Business Administration has a computer laboratory with forty work stations, which is fully equipped with all the latest statistical packages and business software. The laboratory is available to students during normal working hours, unless it is being used for teaching.

DEGREES OFFERED

Undergraduate: Bachelors (four-year) degree in Business Administration

Postgraduate: Masters (M.B.A.) degree, Ph.D degree.

HEAD OF THE DEPARTMENT

Associate Professor **Ioannis Giannikos**

Department of Business Administration,

University of Patras,

26500 - Patras, Greece.

Phone: +30-2610-969846

Fax: +30-2610-969846

Email: i.giannikos@upatras.gr

THE ECTS DEPARTMENTAL COORDINATORS

Assistant Professor **Barbara Myloni**

Department of Business Administration,

University of Patras,

26500 - Patras, Greece.

Phone: +30-2610-969836

Fax: +30-2610-969836

Email: myloni@upatras.gr

Assistant Professor **Dimitra Papadimitriou**

Department of Business Administration,

University of Patras,

26500 - Patras, Greece.

Phone: +30-2610-969982

Fax: +30-2610-969982

Email: dpapad@upatras.gr

Assistant **Panagiotis Polychroniou**

Department of Business Administration,

University of Patras,

26500 - Patras, Greece.

Phone: +30-2610-997656

Fax: +30-2610-997656

Email: panpol@upatras.gr

SECRETARIAT

*Secretary of the Department***: Mrs Eudoxia Giannopoulou**

Department of Business Administration,

University of Patras,

26500- Patras, Greece.

Phone: +30-2610-969974

Fax: +30-2610-969974

Email: secretar@upatras.gr

FACULTY MEMBERS

Professors

A. Georgopoulos (Ph.D., University of Gottingen, Germany)

L. Maroudas (Ph.D, Universite de Paris VIII, France)

P. Peppas (Ph.D., Sydney University, Australia)

K. Syriopoulos (Ph.D., University of Aix-Marseille III, France)

V. Vutsinas (Ph.D., University of Patras, Greece)

Associate Professors

G. Anastasopoulos (Ph.D., University of Reading, U.K.)

G. Androulakis (Ph.D., University of Patras, Greece)

G. Economakis ((Ph.D., Panteion University, Greece)

I. Giannikos (Ph.D., London School of Economics, U.K.)

D. Karayanni (Ph.D., Athens University of Economics and Business, Greece)

A. Nearchou (Ph.D., University of Patras, Greece)

I. Stamatiou (Ph.D., University of Patras, Greece)

Assistant Professors

D. Koutoulas (Ph.D., University of the Aegean, Greece)

B. Myloni (Ph.D., Bradford University, U.K.)

D. Papadimitriou (Ph.D., University of Sheffield, U.K.)

P. Polychroniou (Ph.D., Athens University of Economics and Business, Greece)

C. Tsene (Ph.D., Universite de Paris II Panthéon-Assas, France)

Lecturers

A. Tsaganos (Ph.D., University of Patras, Greece)

PROGRAMME OF STUDY

General Information

The undergraduate program is of four-year duration and is organized into semesters. There are two semesters in each academic year (eight semesters). Each academic semester consists of about thirteen teaching weeks. The first (autumn) semester typically begins in the first week of October and ends in the first week of January. Classes for the second (spring) semester typically start in mid February and last until the end of May.

The program offers compulsory courses that every student must follow (core courses) and courses which can be chosen by students according to their special interests (electives). For the award of the Bachelor Degree in Business Administration students are required to pass a total of 48 semester courses. The number of 48 courses may include: (a) 40 compulsory and 8 electives courses, (b) 40 compulsory, 6 electives courses and accomplishment of a thesis (counts for 2 courses).

A course may consist of: (a) lectures, (b) lectures and seminars, (c) lectures and practical work in the Departmental laboratories, (d) lectures, seminars and practical work in the Departmental laboratories. The grades range from zero (0) to ten (10). The minimum passing grade is five (5).

1st Semester
Compulsory Courses

Course	Hours			Groups	ECTS Units
	Lectures	Classes	Laboratories		
2109 Business Administration I	3				5
2107 Financial Accounting I	2	2	1	2	5
2115 Introduction to Civil and Business Law	3				5
2103 Introduction to Computers	2		1		5
2105 Mathematics with Calculus	2	1			5
2111 Language Awareness and Introduction to Business English I	3				5

2nd Semester
Compulsory Courses

Course	Hours			Groups	ECTS Units
	Lectures	Classes	Laboratories		
2106 Dynamic Mathematical Models	2	1			5
2125 Introduction to Marketing	3				5
2108 Financial Accounting II	2	2	1	2	5
2157 International Capital & Money Markets	3				5
2112 Statistics for Business	2		1		5
214 Language Awareness and Introduction to Business English II	3				5

3rd Semester
Compulsory Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2104 Computer Programming (JAVA)	2		1	5
2120 Business Administration II	3			5
2121 Databases	2		1	5
2119 Financial Statement Analysis	3			5
2127 Foreign Language III-Intercultural Business Communication & Cultural Awareness	3			5
International Money & Capital Markets	3			5
2123 Statistical Analysis	2		1	5
2190 Accounting Software (Workshop)		1	1	

4th Semester
Compulsory Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2191 Accounting Software II (Workshop)		1	1	
2126 Business Software	2		1	5
2122 Financial Management	3			5
2128 Foreign Language IV – Business Communication	3			5
2118 Macroeconomics	2	1		5
2117 Microeconomics I	2	1		5
2110 Organizational Behavior	3			5

5th Semester
Compulsory Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2202 Corporate Strategy I	3			5
2200 Advanced Academic Business English	3			5
2224 Services Marketing	3			5
2199 Management Information Systems	2	1		5
2116 Microeconomics II	3			
2194 Operational Research	2		1	5

6th Semester
Compulsory Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2225 Corporate Strategy II	3			5
2207 Further Operational Research Techniques in Decision Making	2	1		5
2206 Operations Management	3			5
2197 Public Economics	2	1		5
2204 Strategic Marketing	3			5

6th Semester
Elective Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2216 E-Government	2	1		5
2143 Human Resources Management	3			5
2209 Portfolio Management	3			5

Course	Lectures	Classes	Laboratories	ECTS
2140 Reorganization of companies	3			5

7th Semester
Compulsory Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2174 Financial Econometrics	2		1	5
2201 Political Economy	3			5
2133 Production and Supply Chain Management	3			5

7th Semester
Elective Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2134 Conflict Management	3			5
2219 Consumer Behavior	3			5
2221 Cultural & Sports Events Management	3			5
2220 Industrial Marketing & Salesforce Management	3			5
2189 Internet Technologies	3			5
2213 Hotel Management	3			5
2222 Non Profit Management and Governance	3			5
2147 Research Methods	3			5
2169 Management of Tourism Organizations	3			5
2225 Special Issues of Political Economy and Quantitative Analysis	3			5
2223 Special Topics in Operations Management	3			5
2149 Transnational Corporations	3			5
2102 International Management	3			5
2227 Corporate Law	3			5
2290 Dissertation I				5
Cources offered by the Economics Department				
Theory and Politics of International Trade				
Economic Issues of Innovation and Technology				

8th Semester
Compulsory Courses

Course	Hours	ECTS

	Lectures	Classes	Laboratories	Units
2218 Electronic Marketing, Electronic Business Planning and Security Systems	3			5
2211 Game Theory	3			5

8th Semester
Elective Courses

Course	Hours			ECTS Units
	Lectures	Classes	Laboratories	
2228 Capital Markets Law and Corporate Governance Regulation	3			5
2176 Integrated Marketing Communications	3			5
2214 Sports Management	3			5
2205 Labor Law & Relations	3			5
2154 Satellite Account Support Systems	3			5
2141 Simulation of Business Processes	2		1	5
2290 Dissertation II				5

1st semester courses

Course title	**Calculus**
Course code	2105
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	First (1st)
ECTS credits	5
Name of Professor	George Androulakis, Assistant Professor
Aim of the course	The aim of this course is to introduce the necessary mathematical tools to the students of the Department regarding the Static Analysis, Comparative Static Analysis and Optimization function.
Learning outcomes	At the end of this course the student should be able to: - Solve equilibrium problems in economics, - Perform operations on vectors and matrices, - Calculate determinants and reverse tables, - Solve systems of linear equations, - Effectively use all mathematical tools of comparative static analysis limits, continuity, differentiability, partial derivatives, differentials, total derivatives, implicit functions, - Optimize functions of one variable, - Handle exponential and logarithmic functions.
Competences	It is the first of the two required courses for mathematics by which the student acquires all original mathematical tools for basic research in Business Administration.
Prerequisites	There are no prerequisite courses.
Course contents	- Set theory - Equilibrium analysis in economics - Designs Linear algebra and matrices - Comparative static analysis - Optimization: functions of one variable - Exponential and Logarithmic Functions
Recommended reading	- Βιβλίο [7648532]: ΜΑΘΗΜΑΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ, ALPHA C. CHIANG, KEVIN WAINWRIGHT - Βιβλίο [31755]: Μαθηματικές μέθοδοι στα οικονομικά, Ξεπαπαδέας Αναστάσιος Π., Γιαννίκος Ιωάννης Χ. - Βιβλίο [12993311]: ΠΟΣΟΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ. ΘΕΩΡΙΑ ΚΑΙ ΑΣΚΗΣΕΙΣ, Θ. ΠΑΛΑΣΚΑΣ, Δ. ΧΡΙΣΤΟΠΟΥΛΟΣ , Γ. ΟΙΚΟΝΟΜΑΚΗΣ - Βιβλίο [22767283]: Μαθηματικά Οικονομικών Επιστημών, Hoy Michael, Livernois John, McKenna Chris, Stengos Thanasis, Κυρίτσης Ιωάννης (επιμ.) - Βιβλίο [12537573]: ΠΡΟΣΚΛΗΣΗ ΣΤΑ ΜΑΘΗΜΑΤΙΚΆ ΟΙΚΟΝΟΜΙΚΩΝ ΚΑΙ ΔΙΟΙΚΗΤΙΚΩΝ ΕΠΙΣΤΗΜΩΝ, ΤΟΜΟΣ Α, ΛΟΥΚΑΚΗΣ ΜΑΝΩΛΗΣ
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The grade is calculated based on written exams. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	Financial Accounting I
Course code	2107
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	First (1st)
ECTS credits	5
Name of Professor	Antonios Georgopoulos, Professor
Aim of the course	The aim of the course is to present the recording of accounting events through the double-entry accounting system. More specifically, students will be introduced into the generally accepted accounting principles, the financial statements such as the balance sheet and the profit & loss statement, the accounting equation, the bookkeeping (debits and credits), the journal, the trial balance, and the general ledger.
Learning outcomes	At the end of this course the student should be able to: • understand the basic concepts and aims of financial accounting, • record accounting events, • investigate the accounting cycle.
Competences	At the end of the course the student will have further developed the following skills/competences: • Recognition of accounting events, • Recording and classification of accounting events in the context of double-entry accounting system.
Prerequisites	There are no prerequisite courses.
Course contents	• Basic concepts and aims, • Assets – liabilities, • Owner's equity – Debt, • Fixed assets – Current assets, • Profit and loss statement, • The accounting equation • Generally Accepted Accounting Principles, • Accounting events, • Bookkeeping, • Journal – special journals, • Trial balance, • General ledger, 13. Accounting cycle.
Recommended reading	• Elliott B. and Elliott J. (2007), "Financial accounting and reporting", 11th edition, Prentice Hall, 2007. • Warren C., Reeve J., and Fess P. (2003), "Financial accounting", 8th edition, South – Western, Thomson Learning, 2003. • Meigs R.F., Meigs M.A., Bettner M. and Whittington R. (1996), "Accounting: The basis for business decisions, 10th edition, McGraw-ill.
Teaching and learning methods	Lectures – Tutorials

Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and an assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Business Administration I**
Course code	2109
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	First (1st)
ECTS credits	5
Name of Professor	Panagiotis Polychroniou, Assistant Professor
Aim of the course	The aim of the course is to introduce students to Management Science giving emphasis on planning, organizing, leading and controlling, as well as on managerial roles and managers' competences. Moreover, relevant theories and key concepts will be analyzed with critical perspective in today's turbulent business environment.
Learning outcomes	At the end of this course the student should be able to: • Understand the basic concepts and theories related to Business Administration. • Develop critical thinking regarding managerial functions in today's business.
Competences	At the end of the course the student will have further developed the following skills/competences: • Analyzing theoretical concepts and investigating relevant managerial practices. • Generating ideas for case studies regarding managerial effectiveness.
Prerequisites	There are no prerequisite courses.
Course contents	• Introduction to Management • Planning • Organizing • Leading • Controlling
Recommended reading	• Schermerhorn J (2012). Management, John Wiley & Sons. • Robbins S., Decenzo D. and Coulter M. (2012). Fundamentals of Management: Essential Concepts and Applications, Prentice Hall.
Teaching and learning methods	Lectures - Exercises - Case studies - Individual Assignments
Assessment and grading methods	The grade is calculated on the basis of the final written exam and individual assignments during semester. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Introduction to Civil and Commercial Law**

Course code	2115
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	First (1st)
ECTS credits	5
Name of Professor	Chryssoula Tsene, Assistant Professor
Aim of the course	The complexity of modern civil and commercial transactions induces the need of understanding and interpreting the basic concepts of civil and commercial law, that govern the legal transactions between individuals and other bodies corporate or uncorporated. The aim of this course is to provide students with university education which will enable acquisition of knowledge of legal principles and rules of civil and commercial law, by focusing on the following topics: general principles of civil law, conditions of validity and protection of rights according to greek civil code, law of obligations, law of contracts, contractual liability, tort, property law, company law.
Learning outcomes	At the end of this course the student will be able to: • Understand the main principles of civil and commercial law, • Apprehend the basic rules of company law, • Understand and interpret a selected number of legal problems in civil law, regarding the law of obligations, the law of contracts and tort.
Competences	At the end of this course the student will have acquired the skill of understanding and interpreting the main principles and rules of civil and commercial law, as well as identifying solutions of legal problems regarding the law of obligations, contractual liability and tort .
Prerequisites	There are no prerequisite courses.
Course contents	In this course we study the main principles and rules of civil and commercial law. In particular the topics we examine include: • principles of civil law • legal capacity • conditions of validity and protection of civil rights according to greek civil code • law of obligations • law of contracts • contractual liability • property law • tort • company law
Recommended reading	• P. Agallopoulou, Basic aspects of civil law , Sakkoulas, 2003 • D. Christofilopoulos, Introduction to law , Sakkoulas, 2007 • D. Milonopoulos, Aspects of law , Stamoulis, 2012
Teaching and learning methods	Lectures.
Assessment and grading methods	The grade is determined by the final written exam. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Coursetitle	Introduction to Computers
Coursecode	2103
Typeofcourse	Compulsory
Levelofcourse	Undergraduate
Yearof study	First(1st)
Semester	First (1st)
ECTS credits	5
Name of Professor	Ioannis Stamatiou, Associate Professor
Aim of the course	This course presents basic concepts of Informatics, the historical development of computing as well as the trends of the use of new technologies in the business environment. Topics covered include the hardware of a typical computer, how the central processing unit executes programs, number systems and conversions among them as well as Algebra Boole and logical design simple combinational circuits. There is, also, a parallel lab that covers basic skills in operating a computer such as the creation of documents, spreadsheets and presentations. Finally, the student is introduced to the Internet and its information processing power as well as key security concepts and the applications of information technologies in the modern corporation.
Learning outcomes	At the end of this course the student should be able to: • Understand how computers work as well as basic hardware and software concepts, • Understand how a computer stores and processes information, • Explain how the Internet is structured and how it can be profitably used, • Understand the basic security issues in computers and networks. • Understand how the modern corporation can benefit from the use of new technologies.
Competences	At the end of the course the student will have further developed the following skills/competences: • Recognition of accounting events, • Recording and classification of accounting events in the context of double-entry accounting system. • Competent operation of a computer as well as basic software tools, • Searching the Internet for information, • Process and present information through the creation of documents, spreadsheets and presentations.
Prerequisites	There are no prerequisite courses.
Course contents	• Aims of the course and basic concepts, • The parts of a typical computer, • TheoperationoftheCentralProcessingUnitinprogramexecution, • Numericsystemsandconversions, • Elements of Algebra Boole, • Design of simple combinatorial logic circuits, • Basic concepts of the Internet, • Security issues of computers and networks, • The role of computers in the contemporary corporation, • Basiccompetencesinusing a computer (writingdocuments, creating spreadsheets, creation of presentations).

Recommended reading	• Behrouz A. Forouzan, FirouzMosharraf, "Foundations of Computer Science", Gengage Learning EMEA, 2nd edition, 2007. • Alan Evans and Kendall Martin, "Technology in Action", 10th edition, Prentice Hall, 2013.
Teaching and learning methods	Lectures – Computer lab
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks, maximum, from the homework given during the lab sessions. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade:5.
Language of instruction	Greek.

Course title	Language Awareness and Introduction to Business English I
Course code	2111
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	First (1st)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor
Aim of the course	The aim of this course is to brush upon students' varying general English language skills and gradually enhance them (Reading, Writing, Speaking and Listening). Students are also introduced to Business English.
Learning outcomes	At the end of the course students: • will have practised and improved all four English language skills • will have introduced themselves to basics of Business English, having studied some of the first disciplines and field areas of Business Administration. • will have acquired the skills to approach texts in Business Administration and Economics (text comprehension, linguistic practice, vocabulary building, written speech production)
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.
Course contents	• The English Language as Lingua Franca • The English Language in Business • The Sectors of Economy • Introduction to Management • Management Theories • Management Practices • The Company • Company Structure • Legal Status of Companies

Recommended reading	- Sivridou F.and Iakovos A., Reading Skills and Business Functions. Interbooks, 2010 - Mackenzie I., Management and Marketing. Thomson Publications, 1997. - Mackenzie I., English for Business Studies. Cambridge University Press, 1997. - Mascull B., Business Vocabulary in Use - Advanced. Cambridge University Press, 2004. - Robbins S., Business Vocabulary in Practice. Collins Cobuild-HarperCollins Publishers, 2003
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English

2nd semester courses

Course title	**Dynamic Mathematical Models**
Course code	2106
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of Professor	George Androulakis, Associate Professor
Aim of the course	The aim of this course is to introduce the necessary mathematical tools to the students of the Department regarding the optimization multivariable functions with or without constraints and dynamic analysis.
Learning outcomes	At the end of this course the student will be able to: • Optimize multivariate functions with or without constraints. • Handle tools of economic dynamics and integral calculus. • Solve first order differential equations. • Solve higher order differential equations with constant coefficients. • Solve first order difference equations. • Solve higher order difference equations with constant coefficients. • Solve systems of differential equations and / or difference equations.
Competences	It is the second of the two required courses for mathematics by which the student acquires all original mathematical tools for basic research in Business Administration.
Prerequisites	There are no prerequisite courses.
Course contents	• Optimization: Functions of several variables with or without constraints • Differential equations of first order • Differential equations of higher order • First-order difference equations • Difference equations of higher order • Simultaneous difference equations and differential equations
Recommended reading	• Βιβλίο [7648532]: ΜΑΘΗΜΑΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ, ALPHA C. CHIANG, KEVIN WAINWRIGHT • Βιβλίο [31755]: Μαθηματικές μέθοδοι στα οικονομικά, Ξεπαπαδέας Αναστάσιος Π., Γιαννίκος Ιωάννης Χ. • Βιβλίο [12993311]: ΠΟΣΟΤΙΚΕΣ ΜΕΘΟΔΟΙ ΟΙΚΟΝΟΜΙΚΗΣ ΑΝΑΛΥΣΗΣ. ΘΕΩΡΙΑ ΚΑΙ ΑΣΚΗΣΕΙΣ, Θ. ΠΑΛΑΣΚΑΣ, Δ. ΧΡΙΣΤΟΠΟΥΛΟΣ , Γ. ΟΙΚΟΝΟΜΑΚΗΣ • Βιβλίο [22767283]: Μαθηματικά Οικονομικών Επιστημών, Hoy Michael, Livernois John, McKenna Chris, Stengos Thanasis, Κυρίτσης Ιωάννης (επιμ.)
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The grade is calculated based on written exams. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	Business Statistics
Course code	2112
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of Professor	George Androulakis, Associate Professor
Aim of the course	The aim of this course is to provide the necessary tools for Statistical Data Processing.
Learning outcomes	At the end of this course the student will be able to: • Present data with descriptive statistical techniques. • Efficiently handle probabilities and random variables (discrete and / or continuous • Handle statistical modeling.
Competences	It is the first of two mandatory courses concerning useful statistical tools for data analysis.
Prerequisites	There are no prerequisite courses.
Course contents	• Descriptive statistics • Probabilities • Random variables • Normal distribution • Sampling and sampling distributions • Confidence Intervals • Hypothesis testing.
Recommended reading	• Βιβλίο [13256963]: Στατιστική Σκέψη στον κόσμο των επιχειρήσεων, Aczel A. • Βιβλίο [15310]: Στατιστική για οικονομικά και διοίκηση επιχειρήσεων, Keller Gerald • Βιβλίο [12550473]: Στατιστική Μεθοδολογία, Ιωαννίδης Δημήτρης • Βιβλίο [32997808]: Στατιστική ανάλυση με το R, Crawley M.J.
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The final grade is the weighted average of essay (50%), laboratory exercises (30%) and final written examination (20%). Grade: 1 to 10. Minimum qualifying score 5.
Language of instruction	Greek

Course title	**Financial Accounting II**
Course code	2108
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of Lecturer	Eleftherios Aggelopoulos, Adjunct Lecturer
Aim of the course	The aim of the course is to analyze in depth and extend the basic accounting principles that presented in Financial Accounting I (1st semester). Specifically, students will be introduced into: the valuation methods of assets and liabilities at the end of year with the appropriate records of accounting events, the methods of calculate depreciation of the assets, and the preparation of financial statements according to the Greek Accounting Principles and International Financial Reporting Standards.
Learning outcomes	At the end of this course the student should be able to: • measure and evaluate the tangible - intangible assets and liabilities of a firm • record all the accounting events related to the above valuations • prepare the end-year financial statements (Balance Sheet and the Profit and Loss Statement)
Competences	At the end of the course the student will have further developed the following skills/competences: • Recognition of falsified financial statements • Evaluation of the firm's performance
Prerequisites	Financial Accounting I
Course contents	• Review of the accounting principles and the accounting cycle (link with Financial Accounting I) • Valuation of tangible assets (Fixed assets) • Valuation of tangible assets (Current assets) • Valuation of intangible assets • Depreciation – Calculation methods • Valuation of liabilities • End year accounting records • Preparation of Balance Sheet • Preparation of Profit and Loss statement
Recommended reading	• Elliott B. and Elliott J. (2007), "Financial accounting and reporting", 11th edition, Prentice Hall, 2007. • Warren C., Reeve J., and Fess P. (2003), "Financial accounting", 8th edition, South – Western, Thomson Learning, 2003.

	• Revsine L., Collins D., and Johnson B (2005). Financial Reporting and Analysis, 3rd Edition, Pearson Prentice-Hall, 2005
Teaching and learning methods	Lectures – Tutorials
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and an assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Introduction to Marketing**
Course code	2125
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of Professor	Despina Karayianni, Associate Professor
Aim of the course	This course is designed to provide a broad introduction to the field of marketing. Marketing is far more than just selling or advertising within a business setting; it is a major part of everyday life. This course will illustrate the importance of marketing and will help students develop fundamental marketing knowledge and skills applicable to all specializations within business.
Learning outcomes	At the end of this course the student should be able to: • Examine an organization's strengths and limitations, core competencies, and key success factors in the context of the analyzed micro and macro environment. • Analyze the personal and interpersonal influences on consumer behaviour and the steps to making a purchase decision. • Differentiate between secondary and primary research, and learn the basics of marketing research. • Apply the segmentation, targeting, and positioning (STP) process • Familiarize with the elements of the marketing mix (product, pricing, promotion, and distribution strategies).
Competences	At the end of the course the student will have further developed the following skills/competences: • conduct marketing analysis: customer analysis, company analysis and competitor analysis. • enhance marketing problem solving and decision making abilities by learning how to leverage strategic marketing analysis to inform tactical marketing mix decisions while providing a comprehensive framework to evaluate marketing decisions and to create successful marketing initiatives. • expand the marketing industry knowledge while increasing awareness of the strategic and tactical decisions behind today's top performing brands.
Prerequisites	There are no prerequisite courses.

Course contents	- Introduction to Marketing philosophy. - Analysing the Environment & Understanding the Market. - Market research. - Consumer Behavior. - Segmentation, targeting, and positioning (STP) process. - Product policies. - Pricing policies. - Promotional policies. - Distribution policies.
Recommended reading	Kotler, P. and Armstrong, G., Principles of marketing. (15 ed.) 2013.
Teaching and learning methods	Lectures – Real marketing examples - case studies - discussion questions - group exercises.
Assessment and grading methods	The grade is calculated based 100% on the final written exam.
Language of instruction	Greek.

Course title	**International Money and Capital Markets**
Course code	2157
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of lecturer(s)	Athanasios Tsaganos, Lecturer
Aim of the Course	The purpose of the course is to introduce the student to the basics and characteristics of financial markets and institutions (FMI) throughout the basic principles of asymmetric information (agency) problems, asset market equilibrium and the measurement and the management of risk of FMI. First, the student will be introduced to the interdependence of financial and economic development. Then, the architecture of financial system will be presented and analyzed. In a second step the theory of the regulation of financial markets will be explored. International financial markets, exchange rates and international parity conditions are analyzed along with practical examples in the context of multinational firms.
Learning outcomes	At the end of this course the student should be able to: - Comprehend the role of the FMI and their microstructure. Understand the functions of the FMI, risk and return trade-off, rational expectations hypothesis, information asymmetry, and the efficient market hypothesis. - Understand and explain structural and regulatory changes and their impact in the well functioning of the FM. - Take stock of the agency problems and the corporate governance issues. - Understand and criticize the financial architecture under the different schools of economic thought. - Understand, analyze and explain the systemic financial crises.
Competences	At the end of the course the student will have further developed the following skills/competences:

	• Calculate useful international parity conditions (PPP-Hypothesis, Fisher effect etc.). • Estimate the time value of money, present and futures values, risk and returns etc. • Analyze the way of intertemporal consumption model affects the financial decisions taken by multinational firms.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Mathematics, statistics and basic Economics.
Course contents	• Financial Services Industry and the role of Financial Intermediaries. The role of Finance in the economic development. • Theory of Economic Regulation, Basel Committee I and II, Information asymmetry, Agency Problems and Corporate Governance. • Time Value of Money, Present and Future Values, risk and return, normal distribution, Value-at-Risk. • Efficient Market Hypothesis • International Parity Conditions and Exchange Rates. • Bonds, yield curve, bond valuation and management, structured products. • Derivative Financial Instruments. • Central Banking and Monetary Policy.
Recommended reading	• Mishkin, F. and S.Eakins (2000), "Financial Markets and Institutions", Addison-Wesley. • Saunders, A. and Cornett, M. (2003), "Financial Institutions Management", McGraw Hill. • Siriopoulos, C. (editor) (1999), "Topics in Financial Economics and Risk Analysis", Editions Paratiritis, Thessaloniki.
Teaching and learning methods	Lectures – Tutorials.
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and weekly exercises. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Language Awareness and Introduction to Business English II**
Course code	214
Type of course	Compulsory
Level of course	Undergraduate
Year of study	First (1st)
Semester	Second (2nd)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor
Aim of the course	The aim of this course is to enhance students' general English language skills with an emphasis on more Business English topics (following Language Awareness and Introduction to Business English I)

Learning outcomes	At the end of the course students: • will have practised and improved all four English language skills • will have introduced themselves to more topics in Business English, i.e. more disciplines and field areas of Business Administration. • will have acquired the skills to approach texts in Business Administration and Economics (text comprehension, linguistic practice, vocabulary building, written speech production) • will have introduced themselves to principles of academic writing (sentence structure, paragraph writing, essay writing)
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.
Course contents	• Market Research and Market Segmentation • Monopoly-Oligopoly-Competition • The Marketing Mix; The 4Ps and the 4Cs • Sales and Customer Service • The Money Side • Introduction to Finance • Introduction to Economic Theories • The Business Cycle • Global Economy and Debts
Recommended reading	• Sivridou F. and Iakovos A., Reading Skills and Business Functions. Interbooks, 2010 • Mackenzie I., Management and Marketing. Thomson Publications, 1997. • Mackenzie I., English for Business Studies. Cambridge University Press, 1997. • Mascull B., Business Vocabulary in Use - Advanced. Cambridge University Press, 2004. • Robbins S., Business Vocabulary in Practice. Collins Cobuild- Harper Collins Publishers, 2003 • Oshima, A. and Hoque, A., Writing Academic English. The Longman Academic Writing Series, 1998.
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English

3rd semester courses

Course title	Statistical Data Analysis
Course code	2123
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of Professor	George Androulakis, Associate Professor
Aim of the course	...
Learning outcomes	...
Competences	It is the second of two mandatory courses concerning useful statistical tools for data analysis.
Prerequisites	There are no prerequisite courses. Recommended knowledge of Calculus and Business Statistics.
Course contents	- Analysis of variance - Linear regression - Multiple regression - Nonlinear regression
Recommended reading	- Βιβλίο [32997808]: Στατιστική ανάλυση με το R, Crawley M.J. - Βιβλίο [13256963]: Στατιστική Σκέψη στον κόσμο των επιχειρήσεων, Aczel A. - Βιβλίο [15310]: Στατιστική για οικονομικά και διοίκηση επιχειρήσεων, Keller Gerald - Βιβλίο [12550473]: Στατιστική Μεθοδολογία, Ιωαννίδης Δημήτρης
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The final grade is the weighted average of essay (50%), laboratory exercises (30%) and final written examination (20%). Grade: 1 to 10. Minimum qualifying score 5.
Language of instruction	Greek

Course title	Financial Statement Analysis
Course code	2119
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of Professor	Antonios Georgopoulos, Professor

Aim of the course	The aim of the course is to present the analysis of financial statements based on financial ratios. In particular, students will be introduced into the methodology and the different groups of financial ratios such as liquidity ratios, activity ratios, profitability ratios, financial structure ratios, and investment ratios. In addition, issues such as vertical analysis, horizontal analysis, working capital, and cash flows will be discussed.
Learning outcomes	At the end of this course the student should be able to: • understand the usefulness of financial statements of the firm, • analyze its financial statements, • identify the financial advantages and disadvantages of the firm.
Competences	At the end of the course the student will have further developed the following skills/competences: • Calculation of financial ratios, • Evaluation of their results, • Formulation of proposals to solve the financial problems of the enterprise.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Financial Accounting I.
Course contents	• Basic concepts and general perspective of accounting analysis • Horizontal analysis • Vertical analysis • Working capital • Accounting ratios • Liquidity ratios • Activity ratios • Profitability ratios • Financial structure ratios • Investment ratios • Cash flow statements
Recommended reading	• Ittelson T.R. (2009), "FINANCIAL STATEMENTS: A step-by-step guide to understanding and creating financial reports", CAREER PRESS, Franklin Lakes NJ. • Bernstein L.A., and Wild J.J. (2000), "Analysis of financial statements", fifth edition, McGraw-Hill. • Gibson C.H. (1995), "Financial statement analysis", 6th edition, Cincinnati, Ohio: South-Western Publishing Co.
Teaching and learning methods	Lectures – Tutorials
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and an assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	Business Administration II
Course code	2120
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of Professor	Leonidas Maroudas, Professor
Aim of the course	The main objective of this course is to familiarize students with the contemporary trends of the organizational theory, particularly with those who are successfully using the appropriate forms of organizational design, in order to compete in a complex and uncertain market environment. Particular emphasis will be placed on the critical approach to basic concepts and theories of management science and to the analysis of practices that have been implemented by major companies.
Learning outcomes	At the end of this course students will be able to: • Understand and interpret critically the major organizational theories and the basic principles of organizational design. • Develop ideas and arguments about resolving problems of organizational design.
Competences	At the end of this course students will have further developed the following competences: • Ability to analyze theoretical concepts and to explore their application. • Presentation of ideas and solutions to problems concerning basic operations of contemporary business, in a brief report.
Prerequisites	There are no prerequisite courses.
Course contents	• The company as a "closed social system": a) "scientific" structure of work, b) the school of "human relations". • The effect of environmental uncertainty on organizational design. • The impact of technology production and services in organizational design. • Systems handling and processing information and organizational planning. • Coordination of production activities and typology of organizational forms according to H. Mintzberg. • Decision making procedures.
Recommended reading	• Daft R. L. (2004), Organization Theory and Design, Ελληνική μετάφραση, Εκδόζεις Κλειδάριθμος. • Robbins, S., Decenzo, D. and Coulter, M. (2011), Fundamentals of Management: Essential Concepts and Applications, 7nd edition, Pearson, Ελληνική μετάφραση, Εκδόσεις Κριτική. • Mintzberg, H. (1983), Structure in Fives: Designing Effective Organizations, Prentice-Hall International, London.
Teaching and learning methods	Lectures, Case Studies, Educational Films, Individual and Group Assignments
Assessment and	The grade is calculated as the weighted average of the final written exam (60%)

grading methods	and an assignment (40%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Computer Programming (Java)**
Course code	2104
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of Professor	Ioannis Stamatiou, Associate Professor
Aim of the course	The aim of this course is to present the students with the main ideas of object-oriented programming through Java, which is widely considered one of the most popular programming languages.
Learning outcomes	At the end of this course the student will be able to understand to main notions and techniques of object-oriented programming, and be familiar with the syntax and semantics of the Java programming language.
Competences	At the end of this course the student will have acquired the skill of analyzing a programming problem with the conceptual tools offered by object-oriented programming, and will be able to develop small Java applications.
Prerequisites	There are no prerequisite courses.
Course contents	The topics we examine in this course include: • principles of object-oriented programming • data types in Java • control statements in Java • loops in Java • classes, objects, and methods in Java
Recommended reading	• Deitel and Deitel, Java: How to Program, Prentice Hall, 2007. • H. Schildt, Java, A Beginner's Guide, McGraw-Hill, 2011. • Y.D. Liang, Introduction to Java Programming, Prentice Hall, 2012.
Teaching and learning methods	Lectures - Labs.
Assessment and grading methods	The grade is determined by the final written exam. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Databases**
Course code	2121
Type of course	Compulsory
Level of course	Undergraduate

Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of Professor	Vassilis Voutsinas, Professor
Aim of the course	Nowadays, Databases, either in a standalone setting or as an essential part of MIS, are invaluable assets of modern world class enterprises. The course presents, from both a theoretical and a practical viewpoint, the methodology for designing, implementing and optimizing Databases.
Learning outcomes	At the end of this course the student should be able to: • Describe the relational model, as well as other ones like network, hierarchical and object oriented models. • Use the Entity-Relation Diagram • Access data (Relational Algebra, SQL, queries, etc.). • Describe Functional Dependencies and Normalization. • Describe modern RDBMs (distributed, multimedia, etc.). • Describe Database Security (privileges, security levels)
Competences	At the end of the course the student should be able to design a database and both to implement and exploit it using an RDBMS (practicing on Microsoft Office Access®).
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Office Automation.
Course contents	
Recommended reading	• "Fundamentals of Database Systems", Volume A, Chapter 29, 5th Edition, R. ELMASRI & S.B. NAVATHE, ADDISON-WESLEY, 2006 • "Database Systems-SQL», Giannakoudakis E., Benos Eugenia, Second Edition, 2009, Athens. (in Greek) • "Database System Concepts», A. Silbrerschatz, H.F. Korth, S. Sudarshan, 6th Edition, McGraw-Hill, 2010.
Teaching and learning methods	Lectures – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (80%) and the laboratory exam (20%). Greek grading scale: 1 to 10. Minimum passing grade:5
Language of instruction	Greek.

Course title	Intercultural Business Communication and Cultural Awareness
Course code	2127
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Third (3rd)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor

Aim of the course	The aim of this course is to introduce students to the area of Business culture and covers the main features of intercultural communication. Moreover, it surveys some key cultural dimensions and case studies. The importance of non-verbal communication is emphasized and more specialized vocabulary on business topics is studied.
Learning outcomes	At the end of the course students: • will have practised and improved all four English language skills • will have introduced themselves to more topics in Business English, i.e. more disciplines and field areas of Business Administration. • will have acquired insight into the concepts of culture and intercultural communication, familiarizing themselves with the main exponents of the discipline and their ideas • will have acquired insight into the concept of business culture
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.
Course contents	• The Importance of Culture • Cultural Dimensions (Survey of Research; Hall, Hofstede, Kluckhohn and Strodtbeck, Trompenaars) • Types and stereotypes • Profiling national cultures • Profiling corporate cultures • Profiling group cultures • Culture and Communication
Recommended reading	• Utley, D., Intercultural Resource Pack – Intercultural communication resources for language teachers, Cambridge University Press, 2011 • Pilbeam, A., Working Across Cultures, Market Leader, Pearson Longman, 2010 • Gibson, R., Intercultural Business Communication, Oxford University Press, 2002 • Dignen, B., Working Across Cultures, Cambridge University press, 2010
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English

4th semester courses

Course title	**Business Software**
Course code	2126
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Forth (4th)
ECTS credits	5
Name of Professor	Vassilis Voutsinas, Professor
Aim of the course	Business Intelligence exploits the most advanced IT techniques, transforming them to assets, in order to support executives in decision making. The course presents some such state-of-the-art techniques for business operational data analysis.
Learning outcomes	At the end of this course the student should be able to formulate: • On-Line Analytical Processing-OLAP, which provides a multidimensional view of the business operational data to the users, supporting various aggregation levels. • Balanced Scorecard, which translates the vision of an enterprise into a set of interrelated key performance indicators. • Business Process Modelling, which aims at representing and visualizing business processes based on state-of-the-art notations. • Activity Based Costing, which is an advanced product/service costing technique based on the costing of the production processes.
Competences	At the end of the course the student should be able to use commercial software for: • On-Line Analytical Processing-OLAP, • Balanced Scorecard, • Business Process Modelling, • Activity Based Costing.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Databases and Office Automation.
Course contents	• OLAP & Datawarehouses • Introduction to OLAP • OLAP functions • Case studies • Balanced Scorecard • Introduction • Financial Perspective • Customer Perspective • Internal processes Perspective • Learning and growth Perspective • Implementation issues • Case studies • Business Process Modelling • Introduction • IDEF0 Methodology • IDEF3 Methodology • BPMN Methodology • Activity Based Costing • Introduction

	• Implementation issues
Recommended reading	• "Business Intelligence – Fundamentals and Applications", B. Boutsinas, Kostaraki Evridiki Publications, Athens, 2003 (in Greek). • "Fundamentals of Database Systems", Volume A, Chapter 29, 5th Edition, R. ELMASRI & S.B. NAVATHE, ADDISON-WESLEY, 2006 • "The Balanced Scorecard: Translating Strategy into Action", R.S. Kaplan and D.P. Norton, HBS Press, Boston, 1996. • "The Data Warehouse Toolkit: The Definitive Guide to Dimensional Modeling", R. Kimball, M. Ross, 2013.
Teaching and learning methods	Lectures – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (80%) and an assignment (20%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Microeconomic Theory I**
Course code	2117
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Fourth (4th)
ECTS credits	5
Name of lecturer(s)	Athanasios Tsaganos, Lecturer
Aim of the Course	The purpose of the course is to introduce the student to the Microeconomic Theory, and understand how market economies operate. Especially, the students will learn the Consumer theory and how the agents maximize their utility function. They will also understand economic choice under uncertainty. Finally, they will be introduced to the production function and profit maximization.
Learning outcomes	At the end of this course the student should be able to: • Understand consumer behavior. • Analyze the impact of changes in price and income on consumer's decision • Understand production theory. • Analyze labor supply decisions.
Competences	At the end of the course the student will have further developed the following skills/competences: • Maximize utility functions. • Estimate elasticities. • Calculate expected utility and risk aversion. • Estimate cost functions. • Maximize producer profit.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Mathematics and basic Economics.
Course contents	• Rational expectations, Theory of consumer preferences.

	• Solve consumer's utility maximization problem.
	• Income and substitution effects.
	• Calculate elasticities.
	• Expected utility and risk aversion.
	• Introduction to game theory.
	• Production functions.
	• Cost functions.
	• Profit maximization.
Recommended reading	• Microeconomics, Robert Pindyck Daniel Rubinfeld, 7th Edition 2009, Prentice Hall. • Microeconomic Theory: Basic Principles and Extensions, Walter Nicholson, 9th Edition 2004, Cambridge Press. • Intermediate Microeconomics: A Modern Approach (Eighth Edition) by Hal R. Varian (Dec 3, 2009)
Teaching and learning methods	Lectures – Tutorials.
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and weekly exercises. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Financial Management**
Course code	2122
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Fourth (4th)
ECTS credits	5
Name of lecturer(s)	Athanasios Tsaganos, Lecturer
Aim of the Course	The purpose of the course is to enable students understand and apply core concepts in the process of managing business resources, including financial management decisions with ultimate purpose the maximization of the value of the economic entity. Corporate governance theories supplemented with the regulatory framework of financial markets will be presented as the basis on which the main economic decisions are made. Financing, investing and dividend theories will be discussed critically based on the existing academic literature and best business practices. Issues concerning the optimal capital structure and the optimal dividend policy are analyzed in terms of assets and liabilities.
Learning outcomes	At the end of this course the students should be able to: • Comprehend the agency problems and Corporate Governance systems. • Understand the value of information in business decision problems. • Use appropriate tools for capital investment process. • Decide about optimal capital structure. • Understand the dividend controversy. • Analyze the use and the impact of M & A
Competences	At the end of the course the student will have further developed the following

	skills/competences:
	• Calculate risk and returns. • Calculate WACC. • Calculate NPV, IRR, MIRR, PBP • Pricing Stocks and Bonds.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Financial accounting, International Financial Markets, Mathematics, statistics and basic Economics.
Course contents	• Theory of firm. • Corporate Governance • Time Value of Money • Pricing Stocks and Bonds • WACC • Capital Budgeting • Capital Structure • Dividend Policy • Mergers and Acquisitions
Recommended reading	• Brealey R., Myers S., Allen F. (2003) "Principles of corporate finance", Ed. Mc Graw Hill. • Damodaran A. (2001), "Corporate Finance: Theory and Practice", 2nd Edition J. Wiley Series in Finance
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and weekly exercises. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Macroeconomics**
Course code	2118
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Fourth (4th)
ECTS credits	5
Name of Professor	George Economakis, Associate Professor
Aim of the course	The Object of Macroeconomics is the entire economy. Some of the main issues addressed in Macroeconomics are: the measurement of macroeconomic aggregates, the problems that can arise in an economy (recession, unemployment, inflation), the economic policy measures that can be implemented for their resolution or limitation and the interactions among national economies. A main objective of Macroeconomics is the analysis of the causes of changes in economic aggregates, the economic policy measures that can be used and the consequences of these measures. On the base of this analysis different theoretical models are formed (classical/neoclassical theory, Keynesian theory, etc.). Awareness of this theoretical diversity in Macroeconomics is the main focus of the course.
Learning outcomes	At the end of this course the student should be able to understand: • The macroeconomic aggregates and their measurement.

	• The basic classical-neoclassical macroeconomic theory. • The simple Keynesian model. • The basic classical-neoclassical and Keynesian theory of money. • The basic IS-LM model.
Competences	Basic knowledge of economics.
Prerequisites	There are no prerequisite courses.
Course contents	• The measurement of macroeconomic aggregates • The simple classical-neoclassical theory • The simple Keynesian theory • Demand and Supply of Money • The IS-LM model with constant price level
Recommended reading	• Dornbusch R., Fischer S. & Startz R. (2010), Macroeconomics: McGraw-Hill/Irwin. • Abel A. B., Bernanke B. & Croushore D. (2008), Macroeconomics: Pearson Education.
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	Greek.

Course title	**Organizational Behavior**
Course code	2110
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Fourth (4th)
ECTS credits	5
Name of Professor	Panagiotis Polychroniou, Assistant Professor
Aim of the course	The aim of the course is to present content and contemporary issues in the field of Organizational Behavior. In particular, the objective is to enhance critical approach on Organizational Behavior theories and analysis of relevant case studies.
Learning outcomes	At the end of this course the student should be able to: • Understand the basic concepts related to Organizational Behavior. • Think critically and interpret theories related to people and groups in organizational context. • Comprehend the utility of Organizational Behavior content for business adjustment to today's environment.
Competences	At the end of the course the student will have further developed the following skills/competences: • Analyzing theoretical concepts and investigating implementation. • Propositions development for problem solving related to organization effectiveness and transformation.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least basic knowledge of Management.
Course contents	• Introduction to Organizational Behavior

	• Organizational Culture • Communication • Emotional Intelligence • Motivation • Teams/ Groups • Leadership-Leadership Models • Organizational Change
Recommended reading	• Robbins S. and Judge T. (2012). Organizational Behavior, Prentice Hall. • Schermerhorn J., Osborn R., Uhi-Bien M. and Hunt J. (2012). Organizational behavior, John Wiley & Sons.
Teaching and learning methods	Lectures - Exercises – Case studies – Group project
Assessment and grading methods	The grade is calculated on the basis of the final written exam and group project. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**English IV - Business Communication**
Course code	2128
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Second (2nd)
Semester	Fourth (4th)
ECTS credits	5
Name of lecturer(s)	Vassiliki Delli, EFL/ESP Instructor
Aim of the course	The aim of this course is to build up students' general skills in business communication both written and spoken. The course initially explores essential principles and guidelines of business communication and the purposes the latter serves in the contemporary business environment.
Learning outcomes	At the end of the course students: • will have practised and improved all four English language skills • will have introduced themselves to concepts of Business Communication • will have practiced (by means of tasks) the principles of Business Communication
Competences	Good knowledge/command of English (B1 level Threshold - B2 level Vantage).
Prerequisites	There are no prerequisites for the course. However, good knowledge of English is recommended towards students' successful completion of the course.

Course contents	With regards to written correspondence, the areas covered in this course are: • Office Communication Documents (how to write an effective fax, memo and email), • Job Solicitation letters (Application letters, Cover letters, CVs) • Other Business Letters (e.g. Letters of Acceptance, Rejection, General Inquiries) • Other Business Documents (e.g. reports, proposals) • Meetings Documentation As far as oral communication is concerned, the course covers skills and vocabulary for the following business disciplines: • Meetings and Discussions, • Telephone Skills, • Interview Skills and Socializing Skills.
Recommended reading	• Taylor, S., *Model Business Letters, Emails and other Business Documents*, FT Prentice Hall, 2003 • Wyatt, R. *Check your English Vocabulary for Business and Administration*, Bloomsbury, 2008. • Personal notes and material
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English

5th semester courses

Course title	Operational Research
Course code	2194
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Fifth (5th)
ECTS credits	5
Name of Professor	Ioannis Giannikos, Associate Professor
Aim of the course	The aim of the course is to present the process of making decisions in complex business problems using the techniques of Management Science. In particular, students will be introduced into the methodology and the basic techniques of Linear Programming and the formulation of Integer Programming models. Examples of special cases of Integer Programming models and their applications will also be discussed.
Learning outcomes	At the end of this course the student should be able to: • Formulate linear programming (LP) and integer programming (IP) models. • Understand the basic concepts related to the solution of LPs (reduced cost, duality, etc). • Understand and interpret the solution results. • Comprehend the formulation and the properties of special LP and IP models (transportation, assignment, set covering etc).
Competences	At the end of the course the student will have further developed the following skills/competences: • Solving LP and IP problems using relevant optimizers. • Reporting and presenting the results.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
Course contents	• Linear Programming (problem formulation, solution methods, solution by computer) • Duality • Sensitivity Analysis – Economic interpretation of the results • The Transportation Problem • Integer Programming (problem formulation, solution methods, special IP models)
Recommended reading	• Winston W. and Venkataramanan M., Cengage Learning, "Introduction to Mathematical Programming", 2002 • Hillier, F. και Lieberman , G. "Introduction to Operations Research", (6th edition), McGraw-Hill International Editions, 2005 • Taha H.A. "Operations Research: An Introduction", (5th edition), Macmillan, 1992 • Williams H.P. "Model Building in Mathematical Programming", John Wiley and Sons, 1993
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (80%) and an assignment (20%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of	Greek.

instruction	

Course title	**Management Information Systems**
Course code	2199
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Fifth (5th)
ECTS credits	5
Name of Professor	Vassilis Voutsinas, Professor
Aim of the course	This course presents the various models of Management Information Systems from the viewpoint of the developer. It presents the analysis and design methodologies for MIS, within the context of resource, information, employee and customer management.
Learning outcomes	At the end of this course the student should be able to formulate for MIS: • Fundamentals • Architecture • Design and analysis methodologies • Different models
Competences	At the end of the course the student should be able to: • apply the SSADM and RUP methodologies. • use the UML methodology. • use the Microsoft Visio commercial software.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Databases.
Course contents	• Fundamentals of MIS (benefits, cost, ethics, evolution, technological infrastructure) • Data Flow Diagrams • Entity Life History Diagrams • The SSADM methodology • Other design and analysis methodologies (STRADIS, RUP, etc.) • Related methodologies (PRINCE II, Gap Analysis, etc.) • MIS types (Decision Support Systems, ERP, CRM) • UML
Recommended reading	• Management and Information Systems, Doukidis Georgios, Sideris Publications, Athens, 2009. (in Greek) • Information Systems Development: Methodologies, Techniques and Tools, D. Avison and G. Fitzgerald, McGraw-Hill, 4th edition, 2006. • G. Economou and P. Georgopoulos, "Information Systems for management", Mpenou Publications, Athens, 2004. (in Greek) • Decision Support Systems, N. Matsatsinis, New Technologies Publications, 2010. (in Greek)
Teaching and learning methods	Lectures – Laboratory sessions
Assessment and grading methods	The grade is calculated as the final written examination or alternatively as the weighted average of the final written exam (80%) and an assignment (20%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Microeconomics II**
Course code	2116
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Fifth (5th)
ECTS credits	5
Name of Professor	George Economakis, Associate Professor
Aim of the course	Microeconomics II follows on the course of Microeconomics I. Utilizing (and composing) analytical "tools" which have already been taught within Microeconomics I, the course of Microeconomics II examines markets' characteristics in which enterprises operate and investigates the pricing of goods in different markers. Then, it examines the determination of factor prices and, hence, income distribution among holders.
Learning outcomes	At the end of the course students will be able to: • Understand the various market structures in which enterprises operate. • Be aware of the differences in the formation of the equilibrium prices (and quantities), depending on the structure of the market in which an enterprise operates. • Develop a critical point of view of the social benefit of various markets' structures. • Know the basic Neoclassical theory of income distribution.
Competences	Basic knowledge of economics.
Prerequisites	There are no prerequisite courses. However, basic knowledge of Microeconomics I is recommended.
Course contents	• Market structures: overview • Perfect competition • Monopoly • Monopolistic competition • Oligopoly • Factor market: overview • Labour market • Neoclassical theory of income distribution
Recommended reading	• Chacholiades M. (1986), Microeconomics: Macmillan Publishing Company. • Arnold R. A. (2010), Microeconomics: South-Western.
Teaching and learning methods	Lectures.
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	Greek.

Course title	**Corporate Strategy I**
Course code	2202
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3th)

Semester	Fifth (5th)
ECTS credits	5
Name of Professor	Barbara Myloni, Assistant Professor and Dimitra Papadimitriou, Assistant Professor
Aim of the Course	This course builds a foundation of knowledge on the broad understanding of strategy and strategic management. Students are introduced to what strategy is, and how it develops in contemporary organizations. They are also introduced to the criteria of a successful strategy and how to assess if a chosen strategy fits to the environment/industry and offers to the organization sustainable advantage. Porter's generic strategies are presented and discussed in relevant case-studies.
Learning outcomes	At the end of this course the student should be able to: • Understand what strategy and strategic thinking is. • Become familiar with the factors which drive sustainable performance and the modes of strategic –making. • Get familiar with the strategic analysis of the external and internal environment of an organization. • Be able to identify and critique the generic strategies followed by different types of organizations.
Competences	At the end of the course the student will have further developed the following skills/competences: • To define strategic issues and employ theory to critically analyze them. • To identify corporate-level, business-level and functional strategies in organizations. • To analyze the nature of competition in an industry and identify factors which contribute to its attractiveness. • To apply theoretical frameworks to assess an organization's sustainable advantage. • To analyze how an organization differentiates itself and its products.
Prerequisites	No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and business management.
Course contents	• The basic concepts related to strategy and strategic management, why strategy is important? How strategy happens? • Strategic objectives, deferent levels of strategy, competitive and corporate strategies. • Analyzing the environment and the nature of competition, the macro-environment. • Assessing the industry competition, industry analysis- the five forces, strategic groups, the industry life-cycle. • Assessing the sustainability of advantage, the value chain analysis the resource-based view, assets, capabilities and competences. • Defining the organization's vision and mission statement, values & belief systems and strategic intent fitting its strategic situation. • Porter's generic competitive strategies.
Recommended reading	• Haberberg A., & Rieple, A. (2008). Strategic management: Theory & Application Oxford University Press. Additional Readings (indicative) • Porter, M (1996). What is Strategy? Harvard Business Review. 74(3), November-December, 61-78.

	• Porter, Michael E. (1987): "From competitive advantage to corporate strategy." Harvard Business Review, 65(3):43-59 • Bowman, E., & Helfat C. (2001). Does Corporate Strategy Matter?. Strategic Management Journal, 22, 1-23. • Wu, Q., He, Q., Duan, Y., & N. O'Regan (2012). Implementing Dynamic Capabilities for Corporate Strategic Change Toward Sustainability. Strategic Change, 21, 231-247. • Tsoukas, H. and E. Vladimirou (2001).'What is organisational knowledge?', Journal of Management Studies 38(7), pp.974–93.
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments, presentations.
Assessment and grading methods	The grade is calculated as the weighted average of one extensive assignment and the final exam. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Marketing of Services**
Course code	2224
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Fifth (5th)
ECTS credits	5
Name of Professor	Dimitris Koutoulas, Assistant Professor
Aim of the course	The course aims at better understanding the distinguishing characteristics of services that strongly effect the way service companies are managed and marketed as well as at preparing and executing proper marketing plans for services.
Learning outcomes	At the end of this course the student should be able to: • identify and understand the distinguishing characteristics of services that impact the way service companies are managed and marketed, • prepare a marketing plan for a service company, • approach the tourism market, in particular, with proper marketing planning.
Competences	At the end of the course the student will have further developed the following skills/competences: • marketing planning for a service company, • ability to properly deal with the distinguishing characteristics of services that impact the way service companies are managed and marketed, • good understanding of the international tourism market.
Prerequisites	Familiarity with key marketing concepts

Course contents	- Key concepts and typology of services - Quality of services - Human resource management from a service marketing perspective - Customer service delivery - Managing the product portfolio of a service company - Pricing services - Communcation techniques - Distribution management for service companies - Marketing industrial services - Tourism marketing
Recommended reading	- Γούναρης, Σπύρος (2012). Μάρκετινγκ Υπηρεσιών. 2η έκδοση. Αθήνα: Εκδ. Rosili - Holloway, Christopher and Robinson, Chris (2003). Τουριστικό Μάρκετινγκ. Αθήνα: Εκδ. Κλειδάριθμος - Demirkan, Haluk, Spohrer, James and Krishna, Vikas (eds.) (2011). Service System Implementation. New York: Springer - Lovelock, C. and Wright, L. (2002). Principles of service marketing management. 2nd edition. Upper Saddle River, NJ: Pearson International Education - Gronroos, C. (2001). Service management and marketing: A customer relationship management approach. 2nd edition. New York: Wiley - Parasuraman, A., Zeithaml, V. A., & Berry, L. (1990). Delivering service quality. New York: The Free Press - Mudie, Peter and Pirrie, Angela (2006). Services Marketing Management. 3rd edition. Burlington, MA: Elsevier Butterworth-Heinemann - Horner, Susan and Swarbrooke, John (2007). Consumer Behaviour in Tourism. 2nd edition. Oxford: Elsevier Butterworth-Heinemann - Middleton, V., Fyall, A., Morgan, M. and Ranchhod, A. (2009). Marketing in travel and tourism. 4th edition. Oxford: Elsevier
Teaching methods	Lectures – Case studies
Assessment and grading methods	The grade results either from the final written exam or a written assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Advanced Academic Business English**
Course code	2200
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Fifth (5th)
ECTS credits	5
Name of lecturer(s)	Vassiliki Rizomilioti (PhD)
Aim of the course	This is the fifth semester of Business English taught in this department and the main aim is to develop further academic study skills. More specifically students are expected to develop a) effective reading strategies of academic

	texts, b) written production of academic texts following the acceptable conventions, c) skills enabling them to research a topic, synthesise information from different sources and make an oral presentation.
Learning outcomes	By the end of this course students should be able to: • Identify the main points of academic texts of different genres (textbooks, academic and popularized articles) and get quickly the gist of these texts. • Write summaries and essays in English • Research a topic and make a powerpoint presentation, and answer questions, in English.
Competences	Understanding and producing oral and written discourse in English.
Prerequisites	Basic knowledge of English
Course contents	• Note-taking • Summarizing • Writing a paragraph • Using cohesive links • Reporting/combining sources • Paraphrasing • Distinguishing fact/opinion and different writing styles (formal-informal, informative-persuasive), writer/reported writer voice and attitude. • Writing references. • Reading academic articles and identifying the main points and supporting details. • Structuring an oral presentation
Recommended reading	• Enron scandal (a. from a textbook, b. from the internet): (e-class) • J. Thomas (2007). Market Segmentation. *Decision Analyst*. • Dibley A and Baker S. (2001). Uncovering the links between brand choice and personal values among young British and Spanish girls. *Journal of Consumer Behavious, 1,1, 77-93*. • Hofstede (1994). The Business of International business is Culture. *International business review 3,1, 1-14.* • Triandis H. (2004). The many dimensions of culture. *Academy of Management Executive 18, 1.* • Kotler P. (1992). Marketing's new paradigm. *Strategy and Leadership 20, 5, 50-52.*
Teaching and learning methods	Task-based teaching/ Projects
Assessment and grading methods	Final written exam. Minimum passing grade: 5.
Language of instruction	English

6th semester courses

Course title	**Corporate Strategy II**
Course code	2202
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Sixth (6th)
ECTS credits	5
Name of Professor	Barbara Myloni, Assistant Professor
Aim of the Course	The aim of the course is to present a deeper insight into the corporate strategies available for firms, as well as the different ways to implement them. Several growth and turnaround strategies are examined, with particular focus on internationalization strategy. Furthermore, special issues on corporate growth through mergers and acquisitions as well as strategic alliances are covered. Theory is complemented with particular case studies of both Greek and foreign firms, giving the student the chance to join in a productive discussion and develop critical thinking. As part of the course evaluation, students have to prepare a business plan, using cumulative knowledge throughout their 3rd year.
Learning outcomes	At the end of this course the student should be able to: • Understand what strategy and strategic thinking is. • Familiarize with the corporate strategies available for firms. • Get a deeper knowledge of multinationals and the internationalization strategy. • To identify and critique the growth and turnaround strategies followed by different types of organizations. • Familiarize with the different ways to implement growth strategies such as mergers and acquisitions, as well as strategic alliances.
Competences	At the end of the course the student will have further developed the following skills/competences: • To define strategic issues and employ theory to critically analyze them. • To identify corporate-level strategies in organizations. • To appraise the trade-offs for an organization on how far to integrate and diversify • To familiarize with the drive forces of internationalization. • To identify the particular motives for merges and acquisitions, as well as strategic alliances.
Prerequisites	Students should be familiar with Business Strategy I, organizational theory and business management.
Course contents	• Corporate growth strategies and stability strategies. • Corporate turnover and retrenchment strategies. • Internationalization strategy. • Strategy implementation • Merges and acquisitions • Strategic alliances • Strategy evaluation.
Recommended reading	• Παπαδάκης, Β. (2012) Στρατηγική των Επιχειρήσεων – Τόμος Α, 6η Έκδοση, Μπένος, Αθήνα • Hill, C. W. L. and Jones G. R. (2012), Strategic Management Theory: An Integrated Approach, 10th ed., Cengage Learning • Thomson. A., Strickland, A.J. & Gamble, J.E. (2010), Σχεδιασμός και

	Υλοποίηση Επιχειρησιακής Στρατιγικής, Εκδόσεις Utopia, Αθήνα.
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments, presentations.
Assessment and grading methods	The grade is calculated as the weighted average of one extensive assignment and the final exam. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Operations Management**
Course code	2206
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Sixth (6th)
ECTS credits	5
Name of Professor	Andreas Nearchou, Associate Professor
Aim of the course	The aim of the lesson is the quantitative analysis of the problems involved during the management of a supply chain from the sourcing of raw-materials and other resources, to the creation of the final products and their distribution to the customers.
Learning outcomes	At the end of this course the student should be able to: • Explain the strategic importance of the supply chain. • Understand the main factors to be considered in the design of a distribution network. • Solve facility location and capacity allocation problems using known techniques, • Use known methods for solving routing and scheduling delivery problems in transportation networks. • Explain and use the basic inventory models for independent demand. • Recognize the role of aggregate planning in supply chain and identify optional strategies for aggregate production planning. • Understand the role and logic of operation of MRP systems for inventory depended demand. • Identify the basic approaches for short-term production scheduling in flow-shop systems.
Competences	At the end of the course the student will have further developed the following skills/competences: • Solve facility location and capacity allocation problems in delivery networks. • Compute shortest and distance shortest routes between depot and destination in delivery networks. • Solve routing and scheduling deliveries for a fleet of vehicles in transportation networks. • Apply basic methods for controlling inventory for both independent and depended demand. • Use priority rules for sequencing customers' orders in flow-shop production systems.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students

	have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
Course contents	- Understanding the supply chain (business logistics). - Supply chain processes and delivery networks - Network design in supply chains. - Facility location and capacity allocation decisions in delivery networks. - Transportation decisions in supply chains: shortest distance problems, vehicles routing and scheduling problems - Inventory decisions in supply chains: inventory models for independent demand. - Materials requirement systems (MRP): inventory models for depended demand. - Integrated information systems for supply chain management (MRP-II, ERP systems). - Aggregate production planning in supply chain. - Short-term production scheduling.
Recommended reading	- Chopra S. and Meindl P., Supply chain management: strategy, planning and operation, 5th edition, Prentice Hall, 2012. - Jeremy F. Shapiro, Modelling the Supply Chain, Copyrighted Material, 2009. - Ballou R.H., Business Logistics/Supply Chain Management, International edition, Prentice-hall, 2004. - Heizer J. and Render B., Principles of Operations Management, 5th Edition, Prentice Hall, 2004. - Chase, R. B., Jacobs, F. R., & Aquilano, N. J., Operations management for competitive advantage (10th edition). Boston: McGraw-Hill/Irwin, 2004. - Hopp W.J, and Spearman M.L., Factory Physics, 2nd edition, McGraw-Hill, 2000. - Robeson, James F. and Copacino W.C. (Eds.), The Logistics Handbook, New York, The Free Press, 1994.
Teaching and learning methods	Lectures – Tutorials
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (80%) and an assignment (20%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Further Operational Research Techniques in Decision Making**
Course code	2207
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Sixth (6th)
ECTS credits	5
Name of Professor	Ioannis Giannikos, Associate Professor
Aim of the course	This course is related to the "Operational Research" course offered in the 5th

	semester. Its aim is to present additional OR techniques, beyond Linear Programming, for making decisions in complex business environments. In addition, the course aims to demonstrate that these techniques are related to each other and constitute an integrated methodology for addressing realistic problem situations.
Learning outcomes	At the end of this course the student should be able to: • Formulate and solve by hand simple network analysis problems. • Understand the basic concepts of multicriteria analysis. • Understand the concepts of queuing theory. • Solve simple deterministic and stochastic dynamic programming problems.
Competences	At the end of the course the student will have further developed the following skills/competences: • Solving network problems using relevant software. • Solving multicriteria analysis problems using relevant software • Formulation of models and solution of problems in queuing theory using Excel.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus, Statistics, as well as Linear Programming.
Course contents	• Network analysis (shortest path, maximum flow, min cost flow) • Queuing Theory • Multicriteria Analysis • Dynamic Programming
Recommended reading	• Hillier, F. και Lieberman , G. "Introduction to Operations Research", (6th edition), McGraw-Hill International Editions, 2005 • Winston W. "Operations Research - Applications and Algorithms", Cengage Learning, 2003
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (70%) and a series of assignments during the semester (30%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	**Marketing Strategy**
Course code	2204
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Sixth (6th)
ECTS credits	5
Name of Professor	Despina Karayanni, Associate Professor

Aim of the course	The primary objective of this course is to introduce you to the concepts and theories underlying marketing decision making and the marketing planning process. Marketing Strategy builds upon Marketing Principles with a stronger emphasis on the strategic considerations that drive and integrate the decisions made for each element of the marketing mix. Principal topics include resource allocation, market entry/exit decisions, and competitive analysis. Furthermore, the changing role of marketing, within and between organizations, will be studied incorporating new organizational structures and different forms of market relationships
Learning outcomes	At the end of this course the student should be able to understand: • The contemporary marketing strategy concepts • The importance of value creation for the target markets • The role of environment and the position of a company on a positioning map • The competition analysis and the competitive advantage pursuit • The market segmentation, targeting and positioning • The marketing plan process • The customer, pricing, marketing channels and promotion strategies • The matching of the appropriate strategy according to the business structure and market attractiveness
Competences	At the end of the course the student will be able: • To analyze the business environment • To identify the role of marketing plan in the business plan • To identify the value and mission of a business in a contemporary context of business ethics • To formulate the SWOT analysis and the gap analysis • To identify the positioning of a company in the positioning map • To apply contemporary marketing strategies of cooperation and long term relationships • To apply segmentation, targeting and positioning strategies • To make competition analysis and identify the company's competitive advantage • To develop a complete marketing plan • To evaluate a marketing plan • To form appropriate strategies for ascending/descending markets • To form appropriate strategies for leaders, challengers and laggards • To form appropriate competitive global marketing strategies
Prerequisites	2125 Introduction to Marketing
Course contents	• Basic contemporary concepts • The role of value creation and business mission • Marketing plan and business plan • The role of the environment, SWOT analysis, gap analysis and customer analysis • Competition analysis • Competitive advantage • Methods of demand identification • Market segmentation, targeting and positioning • Product portfolio analysis • Product and brand strategies • Pricing, promotion and marketing channels strategies

	• Strategies for ascending and descending markets
	• Strategies for global markets
	• Strategies for leaders, challengers and laggards
	• Marketing plan design and evaluation
Recommended reading	Marketing strategy, Cravens and Piercy, McGraw Hills
Teaching and learning methods	Lectures – Written Essay
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks maximum, given by the written essay. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek

Course title	**Public Economics**
Course code	2197
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (3rd)
Semester	Sixth (6th)
ECTS credits	5
Name of Professor	George Economakis, Associate Professor
Aim of the course	The theoretical approaches to the state's economic functions in modern capitalist formations differ: The first generation of Neoclassical economists (1870-1920) argued that the private enterprise driven by the price mechanism in a competitive market can maximize society's economic prosperity, provided that the state does not interfere in the functioning of the market. The revised position of the Neoclassical School, which was delivered later (1930 onwards), argued that in order to be achieved economic welfare maximization the combined economic activity of private enterprise and state is needed. Marxists believe that economic and ideological functions of the state aimed at the cohesion and unity of the capitalist social formation, so that the reproduction of relations of exploitation to be ensured. The assumptions and the analysis of the above theories regarding the economic functions of the state are the object of the course of Public Economics.
Learning outcomes	At the end of the course students will be able to know conflicting theoretical approaches regarding questions such as: • The goals of state economic activity. • The tools of state economic intervention. • The criteria and the process of state economic action.
Competences	Basic knowledge of economics.
Prerequisites	There are no prerequisite courses. However, basic knowledge of Microeconomics and Macroeconomics is recommended.
Course contents	• The basic economic problems according to the Neoclassical theory • The economic and political organization according to the Neoclassical theory • Perfect competition

	- Pareto optimality - Market imperfections - The economic functions of the state according to the Neoclassical theory - Public goods - Externalities - Monopolistic situations - Income distribution in market economies - Optimum or socially desirable redistribution - Policy for economic stability - Policy for economic development - The state in exploitative modes of production, according to the Marxist point of view - Marxist approaches to the forms and functions of the capitalist state
Recommended reading	- Stiglitz J.(2000), Economics of the Public Sector, New York: W.W. Norton & Company Inc. - Martin J. (ed.) (2008), The Poulantzas Reader: Marxism, Law and the State, London - New York: Verso. - Wetherly P., Barrow C. W. & Burnham P. (eds.) (2008), Class, Power and the State in Capitalist Society: Essays on Ralph Miliband, Houndmills, Basingstoke, Hampshire -New York: Palgrave Macmillan.
Teaching and learning methods	Lectures
Assessment and grading methods	Final written exam. Minimum passing grade: 5
Language of instruction	Greek

7th semester courses

Course title	**Political Economy**
Course code	2201
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	George Economakis, Accosiate Professor
Aim of the course	Economic Science, like the other social sciences, is not constituted with a unified theoretical framework, comparing to the natural sciences or mathematics. On the contrary, within the Economic science, different (and as a rule conflictual) theoretical *Schools* are formed, each of which is constructed with a separate *theoretical object* and specific *system of concepts*. The course of Political Economy aims to develop this scientific awareness.
Learning outcomes	At the end of the course the student should be able to know – at an introductory level –heterodox theoretical interpretations on crucial issues such as: • The nature of the contemporary economic system. • Prices formation and their "substance". • The meaning and origin of profit. • The distribution of income. At the same time, the historical and theoretical roots of modern economic approaches and debates will be illuminated. For example: • the quantity theory of money, • the utility as the determinant factor of prices, • the inherent tendencies of the system toward economic crises.
Competences	Basic scientific research.
Prerequisites	There are no prerequisite courses. However, sufficient background knowledge on Economic science is required (Microeconomics, Macroeconomics and Public Economics).
Course contents	• Schools of thought and concepts of the Economic science • Mercantilism and its decline • The Physiocrates • Adam Smith • David Ricardo • The Decline of the Classical School
Recommended reading	• Rubin I. I. (1989), A History of Economic Thought, London: Pluto Press. • Screpanti E. & Zamagni S. (2005), An outline of the History of Economic Thought, Oxford – New York: Oxford University Press. • Milios J., Dimoulis D. & Economakis G. (2002) Karl Marx and the Classics (An essay on value, crises and the capitalist mode of production), Hampshire - Burlington: Ashgate.
Teaching and learning methods	Lectures
Assessment and	Final written exam. Minimum passing grade: 5

grading methods	
Language of instruction	Greek

Course title	**Production and Supply Chain Management (Logistics)**
Course code	2133
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Third (4^d)
Semester	Sixth (7th)
ECTS credits	5
Name of Professor	Andreas Nearchou, Associate Professor
Aim of the course	The aim of the lesson is the quantitative analysis of the problems involved during the management of a supply chain from the sourcing of rawmaterials and other resources, to the creation of the final products and their distribution to the customers.
Learning outcomes	At the end of this course the student should be able to: • Explain the strategic importance of the supply chain. • Understand the main factors to be considered in the design of a distribution network. • Solve facility location and capacity allocation problems using known techniques, • Use known methods for solving routing and scheduling delivery problems in transportation networks. • Explain and use the basic inventory models for independent demand. • Recognize the role of aggregate planning in supply chain and identify optional strategies for aggregate production planning. • Understand the role and logic of operation of MRP systems for inventory depended demand. • Identify the basic approaches for short-term production scheduling in flow-shop systems.
Competences	At the end of the course the student will have further developed the following skills/competences: • Solve facility location and capacity allocation problems in delivery networks. • Compute shortest and distance shortest routes between depot and destination in delivery networks. • Solve routing and scheduling deliveries for a fleet of vehicles in

	transportation networks. • Apply basic methods for controlling inventory for both independent and depended demand. • Use priority rules for sequencing customers' orders in flow-shop production systems.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
Course contents	• Understanding the supply chain (business logistics). • Supply chain processes and delivery networks • Network design in supply chains. • Facility location and capacity allocation decisions in delivery networks. • Transportation decisions in supply chains: • shortest distance problems, vehicles routing and scheduling problems • Inventory decisions in supply chains: inventory models for independent demand. • Materials requirement systems (MRP): inventory models for depended demand. • Integrated information systems for supply chain management (MRP-II, ERP systems). • Aggregate production planning in supply chain. • Short-term production scheduling.
Recommended reading	• Chopra S. and Meindl P., Supply chain management: strategy, planning and operation, 5th edition, Prentice Hall, 2012. • Jeremy F. Shapiro, Modelling the Supply Chain, Copyrighted Material, 2009. • Ballou R.H., Business Logistics/Supply Chain Management, International edition, Prentice-hall, 2004. • Heizer J. and Render B., Principles of Operations Management, 5th Edition, Prentice Hall, 2004. • Chase, R. B., Jacobs, F. R., & Aquilano, N. J., Operations management for competitive advantage (10th edition). Boston: McGrawHill/Irwin, 2004. • Hopp W.J, and Spearman M.L., Factory Physics, 2nd edition, McGraw-Hill, 2000. • Robeson, James F. and Copacino W.C. (Eds.), The Logistics Handbook, New York, The Free Press, 1994.
Teaching and learning methods	Lectures – Tutorials
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (80%) and an assignment (20%). Greek grading scale: 1 to 10. Minimum passing grade: 5

Language of instruction	Greek

Course title	**Financial Econometrics**
Course code	2174
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Fourth (4^d)
Semester	Seventh (7th)
ECTS credits	5
Name of lecturer(s)	Athanasios Tsaganos, Lecturer
Aim of the Course	The purpose of the course is to enable students understand financial phenomena and their characteristics, model financial phenomena, testing hypothesis of financial theory (Efficiency), apply econometric techniques and forecasting.
Learning outcomes	At the end of this course the students should be able to: • Understand financial phenomena and their modeling characteristics. • Discuss if financial theory's equilibrium models hold in capital and money markets. • Evaluate econometric models. • Use time series techniques in studying financial series.
Competences	At the end of the course the student will have further developed the following skills/competences: • Estimate and evaluate econometric models and time series techniques in finance. • Forecasting. • Use of E–Views in financial econometrics.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have knowledge of Statistics Mathematics and Corporate Finance.
Course contents	• Linear Regression Model and assumprtions. • Modeling long run relationships in finance. • Multicolinearity, autocorrelation, heteroskedasticity. • Dummy variables. • Time series. • ARCH/GARCH models. • Model volatility and correlation. • Forecasting.
Recommended	Brooks C. (2002) "Introductory econometrics for finance", Campridge

reading	Maddala G.S. (2003). "Introduction to ecnometrics" J. Willey.
Teaching and learning methods	Lectures – Tutorials – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and weekly exercises. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Internet Programming**
Course code	BMA473
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4nd)
Semester	Eighth (7th)
ECTS credits	5
Name of Professor	Pavlos Peppas Professor
Aim of the course	The aim of this course is to present the student with the basic technologies of Internet Programming for the development of electronic commerce applications.
Learning outcomes	At the end of this course the student will be able to understand to main notions and techniques of Internet Programming, and be familiar with the syntax and semantics of HTML.
Competences	At the end of this course the student will be able to develop simple web sites using HTML.
Prerequisites	There are no prerequisite courses.
Course contents	The topics we examine in this course include the basic architecture of the Internet, the syntax and semantic of the main elements of HTML, the use of Cascading Style Sheets, and a short introduction to Javascript.
Recommended reading	E. Castro, HTML and the World Wide Web, Peachpit Press, 2002. L. Lemay, R. Colburn, Sams Teach Yourself Web Publishing with HTML and CSS, Sams Publishing, 2010. J. Ducett, HTML and CSS: Design and
	Build Websites, Wiley, 2011.

Teaching and learning methods	Lectures - Labs
Assessment and grading methods	The grade is defined as the average of the marks received in the final exam and in one assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	Conflict Management
Course code	2134
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Eighth (7th)
ECTS credits	5
Name of Professor	Panagiotis Polychroniou, Assistant Professor
Aim of the course	The aim of the course is to present organizational conflict and Conflict Management content (conflict types, defining factors, management styles). Moreover, Emotional Intelligence dimensions will be analyzed in relation to Conflict Management and Team/Group effectiveness giving emphasis on organizational changes.
Learning outcomes	At the end of this course the student should be able to: • Understand the basic concepts related to Conflict Management. • Understand conflict management styles between individuals/groups in organizational context. • Comprehend the utility of decreasing conflict intensity for Managerial practices and Transformational Leadership in today's business environment.
Competences	At the end of the course the student will have further developed the following skills/competences: • Handling Conflicts for effective cooperation. • Analyzing organizational weaknesses related to conflict.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least basic knowledge of Organizational Behavior.
Course contents	• Conflicts • Teams/Groups • Emotional Intelligence • Transformational Leadership • Employee Motives

	- Job stress - Organizational Culture - Organizational Change
Recommended reading	- Rahim A. (2010). Managing Conflict in Organizations, Transactions Publishers - Robbins S. and Judge T. (2012). Organizational Behavior, Prentice Hall.
Teaching and learning methods	Lectures - Exercises - Case studies - Group project
Assessment and grading methods	The grade is calculated on the basis of the final written exam and group project. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Nonprofit Management & Governance**
Course code	2222
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Dimitra Papadimitriou, Assistant Professor
Aim of the Course	This is introductory course to the governance and management of nonprofit organizations for undergraduate students. Students taking this course will explore relevant governance theories, models and principles, as well as, knowledge relevant to nonprofit constitutions, by-laws, composition of the board of directors, formation of committees decision-making systems, board-paid staff relationship, volunteer management, fundraising, marketing, etc., The course content is delivered through a combinations of teaching methods including lectures, readings, in-class activities, student assignments, presentations and group discussions.
Learning outcomes	At the end of this course the student should be able: - To become familiar with theories and principles relevant to nonprofit governance and understand the primary differences between nonprofit and for profit organizations. - To differentiate among different governance models and structures of nonprofit organizations and their effect on decision-making. - To distinguish the unique characteristics of nonprofits and identify the strengths and weaknesses present in the third sector. - To understand the nature and role of the board of directors and how that

	impacts the performance of the organizations. • To apply knowledge from various disciplines including management, strategy marketing, finance, program operations, HRM on a nonprofit organizational context. • To put together professional presentations and discussions of relevant governance issues. Each student should be able to articulate ideas and conclusions in oral and written form.
Competences	At the end of the course the student will have further developed the following skills/competences: • To critically analyze challenges and opportunities within the nonprofit sector. • To apply management theory to nonprofit organizations. • To build an effective social-marketing campaign. • To design and implement and fund-raising program for a nonprofit organization. • To prepare and implement successfully a volunteer program in a nonprofit setting. • To address issues of accountability and transparency in nonprofits, as well as other ethical concerns related to the non-profit governance
Prerequisites	No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and behavior and introductory marketing knowledge.
1. **Course contents**	• Introductory concepts in nonprofit sector, social economy and capital, differentiating the nonprofit sector. Salamon's anatomy of nonprofit entities. • Theories of nonprofit sector and nonprofit management organizations-failure theories, gap fillers, altruism, supply-side theories. • Governance models and nonprofit governing bodies, roles, responsibilities. • Composition, size, function and performance of the board, board meetings and committees. • Executive leadership of the nonprofit organizations, shared roles and responsibilities. • Managing volunteers. • Strategic planning and management • Marketing and communications, building the nonprofit brand. • Philanthropic fund-raising. • Governing international and global nonprofit organizations. • Social entrepreneurship.
Recommended reading	Worth, M. J., (2012). Non profit Management. Sage publications (2nd edition). Carver, John. *Boards That Make a Difference*, 2nd edition. San Francisco: Jossey-Bass.

	Additional sources Balduck, A. van Rossem, A., & Buelens, M. (2010).Identifying competences of volunteer board members of community sports clubs. *Nonprofit and Voluntary Sector Quarterly*, 39(2): 213-235. Brown, W.A. (2005). Exploring the association between board and organizational performance in nonprofit organizations. *Nonprofit Management & Leadership*, 15: 317-339. Harrison, D. Y., Murray, V. (2012). Perspectives on the leadership of chairs of nonprofit organization board of directors: A grounded theory, mixed-method study. *Nonprofit Management & Leadership*, 22(4): 411-437. Herman, R.D., & Renz, D. O. (2000). Board practices of especially effective and less effective local nonprofit organizations, American Review of Public Administration, 30(2): 146-160. Herman, R.D., & Renz, D. O. (2004). Doing things right: effectiveness in local nonprofit organizations, a Panel study. *Public Administration Review*, 64 (6): 694-704. Hodge, M. M., Piccolo, R. F. (2011). Nonprofit board effectiveness, private philanthropy, and financial vulnerability, Public Adminstration Quarterly, Winter: 520-550 Hoye, R., & Doherty A. (2011). Nonprofit sport board performance: A review and directions for future research, 25: 272-285. Miller-Millesen, J. L. (2003). Understanding the behavior of nonprofit boards of directors: A theory-based approach, *Nonprofit and Voluntary Sector Quarterly*, 34(4): 521-547. Oliver, C. (1991). Strategic response to institutional processes. Academy of Management Review, 16, 145-179. Papadimitriou, D. (2007). Conceptualising effectiveness in a non-profit organizational environment: An exploratory study. *International Journal of Public Sector Management*, 20: 572-587. Papadimitriou, D., & P. Taylor. (2000). Organisational effectiveness of Hellenic national sports organizations: A multiple constituency approach. *Sport Management Review*, 3, 23-46. Pfeffer, J. (1972). Size, composition, and function of corporate boards of directors: The organizations and its environment. Administrative Science Quarterly, 17, 218-228. Shilbury, D., (2001). Examining board member roles, functions and influence: A study of Victorian sporting organisations. International Journal of Sport Management, 2, 253-281.
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments.
Assessment and grading methods	The grade is calculated as the weighted average of two (2) assignments, one presentation and two (2) short statements. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Cultural & Sports Event Management**
Course code	2221

Type of course	Elective
Level of course	Undergraduate
Year of study	Second (4th)
Semester	Third (7th)
ECTS credits	5
Name of Professor	Dimitra Papadimitriou, Assistant Professor
Aim of the Course	The bidding and staging of cultural and sports events present one of the strategic directions of cities exploiting growth opportunities in services including tourism. This course offers an introduction to the existing knowledge on bidding, planning, marketing, management and evaluation of cultural and sports events. The course explores the theories and applied knowledge relevant to successful event management both for locals and visitors. Lectures will cover a range of events including conventions, sports events, festivals, conferences, small scale promotional events etc.
Learning outcomes	At the end of this course the student should be able: • To become familiar with the scope and evaluation of events management. • To understand the role of management in bidding and successfully staging cultural and sport events. • To apply relevant management theories to the event management process. • To apply relevant marketing and sponsorship to the vent management process • To describe the various types of event impacts.
Competences	At the end of the course the student will have further developed the following skills/competences. They will be able: • To effectively apply appropriate management and marketing theories and practices in the event management process. • To measure event social and economic impacts of major events and if necessary justify public spending. • To prepare a competitive bidding proposal for staging an event. • To effectively work with clients in delivering event management services.
Prerequisites	No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and behavior and introductory marketing knowledge.
Course contents	• Introduction to event related definitions, frameworks, typologies, characteristics. • The size of market demand for events, the structure of demand and determinants. • The event business, commercial organizations & governmental infrastructure.

	• Social, economic, political, technological and developmental implications related to various types of events • Organizational and planning issues in events, the bidding and screening process. • Managing professional and volunteer staff. • Financial management & budgeting. • The target market of events and the marketing plan • Sponsorship programs, proposal, agreements, other sources of funding. • Risk management, legalities, insurance and safety issues. • Planning and managing the event legacy, event evaluation.
Recommended reading	Shone, A., & B. Parry (2013). Successful Event Management: A Practical Handbook (4th edition), Cengage Learning. Getz, D. (1997). Event Management and event tourism. New York: VanNostrand Rheinhold. Getz, D., (2008). Event Tourism: Definition, evolution, and research. *Tourism Management*, 29, 403-428. Getz, D., (1989). Special Events, defining the product. Tourism Management. Growther, Ph. (2011). Marketing event outcomes: from tactical to strategic. *International Journal of Event and Festival Management,* 2(1), 68-82. Westerbeek, H., Turner, P., & L. Ingerson, (2002). Key success factors in bidding for hallmark sporting events. *International Marketing Review*, 19(3), 303-322. Kaplanidou, K., & C. Vogt, (2007). The interrelationship between sport event and destination image and sport tourists' behaviours*, Journal of Sport & Tourism*, 12(3-4), 183-206. Papadimitriou, D. (2013). Service quality components as antecedents of satisfaction and behavioral intentions: The case of a Greek carnival Festival*, Journal of Convention & Event Tourism,* 14, 42-64. **Links** International Journal of Event and Festival Management. http://www.emeraldinsight.com/journals.htm?issn=1758-2954 Event Management. https://www.cognizantcommunication.com/journal-titles/event-management Journal of Sport & Tourism. http://www.tandfonline.com/toc/rjto20/current#.UlJ1IxBa-ZE Journal of Convention & Event Tourism. http://www.tandfonline.com/toc/wcet20/current#.UlJ1TxBa-ZE Journal of Venue & Event Management. http://www.hrsm.sc.edu/JVEM/vol1issue1.shtml
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments.

Assessment and grading methods	The grade is calculated as the weighted average of one extensive project, one presentation and three (3) short assignments.
	Minimum passing grade: 5
Language of instruction	Greek

Course title	**Hotel Management**
Course code	2213
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Sevent (7th)
ECTS credits	5
Name of Professor	Dimitris Koutoulas, Assistant Professor
Aim of the course	The course aims at a better understanding of the characteristics and the typology of hotels, of the key principles of hotel management and of the impact of the hotel sector on the Greek economy.
Learning outcomes	At the end of this course the student should be able to: • determine and analyze the operational and entrepreneurial characteristic of a hotel, • handle key aspects of business planning for a hotel, • assess the quality of hotel services.
Competences	At the end of the course the student will have further developed the following skills/competences: • understanding of the economic impact of the hotel sector, • ability of analyzing key hotel business data, • managerial skills applicable at hotels.
Prerequisites	None
Course contents	• The concept and main characteristics of hotels • The hotel sector of Greece • Typology of hotel businesses • Departmental structure of hotels • Front Office • Housekeeping • Food & Beverage Department • Other departments • Hotel marketing • Human resource management at hotels

	• Hotel affiliations
Recommended reading	• Chytiris, Leonidas (1996). To Management ton Xenodochaiakon Epichiriseon, Athens: Interbooks • Abbott, Peter και Lewry, Sue (2002). Ypodochi. Athens: Kritiki • Reid, Robert and Bojanic, David (2006). Hospitality Marketing Management. 4th edition. Hoboken, NJ: Wiley • O'Fallon, Michael J. and Rutherford, Denney G. (2010). Hotel Management and Operations. 5th edition. Hoboken, NJ: Wiley • Tranter, Kimberly, Stuart-Hill, Trevor and Parker, Juston (2013). Introduction to Revenue Management for the Hospitality Industry. Pearson • Bardi, James A. (2010). Hotel Front Office Management. 5th Edition. Hoboken, NJ: Wiley • Williams, Alistair (2002). Understanding the Hospitality Consumer. Oxford: Butterworth-Heinemann • Sloan, Philip, Legrand, Willy and Chen, Joseph (2009). Sustainability in the Hospitality Industry. Oxford: Butterworth-Heinemann
Teaching methods	Lectures – Case studies
Assessment and grading methods	The grade results either from the final written exam or a written assignment. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek.

Course title	Management of Tourism Organizations
Course code	2169
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of lecturer(s)	Dimitris Koutoulas, Assistant Professor
Aim of the course	The course aims at a better understanding of how tourism organizations operate as in the case of tour operators from the private sector or destination management/marketing organizations (DMOs) from the public sector. Students will get acquainted with key aspects of management such organizations.
Learning outcomes	At the end of this course the student should be able to: • understand the importance and the way tourism organizations operate • assess the impact of tour operators on a tourism destination like Greece • comprehend the role of DMOs in tourism planning and in promoting

	tourism development in a destination • know key principles of managing such organizations.
Competences	At the end of the course the student will have further developed the following skills/competences: • key principles of planning a packaged tour • key principles of tourism planning from a DMO's perspective • ability of preparing and evaluating a tourism campaign
Prerequisites	Key marketing concepts
Course contents	• Key characteristics of tour operators • Packaged tours • Impact of tour operators on the development of tourism in Greece • Organizational structure and management of tour operators • Key characteristics and typology of DMOs • DMOs operating in Greece • Organizational structure and management of DMOs • Tourism planning and tourism policy • Preparation of a tourism campaign
Recommended reading	• Zacharatos, Gerasimos (2003). Package Tour: Paragogi kai diathesi tou touristikolu taxidiou. Athens: Propombos • Coccosis, Harry, Paris Tsartas kai Eleftheria Grimpa (2011). Eidikes kai Enallaktikes Morfes Tourismou. Athens: Kritiki • Page, Stephen (2006). Eisagogi ston Tourismo. Athens: Papazisi • Tsartas, Paris (2010). Elliniki Touristiki Anaptyxi. Athens: Kritiki • Pike, Steven (2008). Destination Marketing: An integrated marketing communication approach. Oxford: Butterworth-Heinemann • Agarwal, Sheela and Shaw, Gareth (eds.) (2007). Managing Coastal Tourism Resorts: A Global Perspective. Clevedon, England: Channel View Publications • Horner, Susan and Swarbrooke, John (2004). International Cases in Tourism Management. Oxford: Elsevier Butterworth-Heinemann • Maitland, Robert and Ritchie, Brent (eds.) (2009). City Tourism: National Capital Perspectives. Wallingford, England: CABI • World Tourism Organisation (2003). NTO Marketing Activities. Madrid: WTO
Teaching methods	Lectures – Case studies
Assessment and grading methods	The preparation of a written assignment is compulsory, as there is no possibility for a final written exam. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Transnational Corporations**
Course code	2149
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Barbara Myloni, Assistant Professor
Aim of the course	The aim of the course is to analyze internationalization strategies and entry modes in foreign markets. It presents a comprehensive view of global expansion for firms, as well as the prerequisites for their success under the light of a dynamic environment and need for constant change.
Learning outcomes	At the end of this course the student should be able to: • Recognize the ownership-specific advantages that guarantee successful entry into foreign markets and company growth. • Understand and evaluate the type of foreign direct investment (FDI) of a firm. • Explain the reasons - incentives of internationalization. • Comprehend the several entry modes and evaluate their advantages and disadvantages. • Recognize the different roles of subsidiaries. • Understand the positive impact of FDI for home and host countries.
Competences	At the end of the course the student will have further developed the following skills/competences: • To critically face internationalization issues presented through up-to-date case studies from the Greek and global arena. • To suggest new internationalization moves and strategies for companies based on analyzing their competencies and the global environment developments.
Prerequisites	Prior knowledge of General and Strategic Management.
Course contents	• Internationalization - basic concepts. • Global environment. • Entry modes in foreign markets. • FDI incentives. • Greenfield starts, mergers and acquisitions, strategic alliances. • Subsidiary roles. • FDI impact on home and host countries.
Recommended	• Hill, C. W. L. , International Business: Competing in the Global

reading	Marketplace, , 8th edition, McGraw Hill, 2011.
	• McFarlin ,D. & Sweeney, P.D., International Management: Strategic Opportunities & Cultural Challenges, 4th Edition, Routledge , 2011
	• Dunning J.H. (1993), "Multinational enterprises and the global economy", Reading, MA: Addison-Wesley.
Teaching and learning methods	Lectures – Case Studies – Individual project
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam and an assignment. Greek grading scale: 1 to 10. Minimum passing grade:5
Language of instruction	Greek

Course title	**Special Topics in Operations Management**
Course code	2223
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4^d)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Andreas Nearchou, Associate Professor
Aim of the course	The aim of the lesson is to present to the students special complex problems arising in production planning and control of goods and services. Emphasis will be given to the quantitative analysis of problems within the following decision areas:
	Project management, operations scheduling, layout design, logistics and distribution networks, lean production and Just-In-Time systems, reliability and maintenance.
Learning outcomes	At the end of this course the student should be able to:
	• Understand the importance of managing the resources in a project, and apply techniques for resource allocation and smoothing (resource leveling).
	• Solve operations scheduling problems in flow-shop and job-shop production systems.
	• Solve personnel scheduling problems.
	• Tackle real-world routing and scheduling problems in transportation networks
	• Understand the importance of layout design and solve related problems.
	• Plan and balance assembly lines.
	• Understand the philosophy of lean production and explain the main principles of Toyota production system..
	• Define reliability and distinguish the various forms of maintenance.

Competences	At the end of the course the student will have further developed the following skills/competences:
	
	1. Solve scheduling problems:
	  i). In projects with resource constraints.
	  ii). For operations in *flow-shop*, *job-shop and Just-In-Time* systems.
	  iii). In service systems with emphasis to *personnel* planning and scheduling.
	  iv). For deliveries in transportation networks.
	2. Solve layout design problems with emphasis to assembly line balancing.

Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Differential and Integral Calculus as well as Statistics.
Course contents	• Resource constrained project scheduling. • Flow-shop scheduling • Job-shop scheduling. • Personnel scheduling. • Vehicle routing and scheduling in transportation networks. • Layout design. • Planning and balancing assembly lines. • Lean production and JIT systems. • The Toyota production system. • Reliability and maintenance.
Recommended reading	• Pinedo M.L., Scheduling: Theory, Algorithms, and Systems, 4th edition, Springer, 2010. • Eiselt H.A. and Sandblom C.-L., Decision analysis, location models, and scheduling problems, Springer, 2004. • Ballou R.H., Business Logistics/Supply Chain Management, International edition, Prentice-hall, 2004. • Heizer J. and Render B., Principles of Operations Management, 5th Edition, Prentice Hall, 2004.
Teaching and learning methods	Lectures – Tutorials
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (60%) and an assignment (40%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Special Issues of Political Economy and Quantitative Analysis**
Course code	2225
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5

Name of Professor	George Economakis, Associate Professor & George Androulakis, Associate Professor
Aim of the course and learning outcomes	Knowledge of specific areas of political economy with emphasis on the theory of economic crisis, in combination to quantitative research tools.
Competences	Basic scientificresearch
Prerequisites	There are no prerequisite courses. However, sufficientbackgroundknowledgeonEconomic Science (Microeconomics, Macroeconomics, Public Economics, Political Economy), Algebra (matrices, eigenvalues, eigenvectors), Calculus (implicit function) and Statistical Analysis (ANOVA, linear regression) is required.
Course contents	- Theory of Economic Crisis - Intra- and inter-sectoral competition (terms of trade) and value appropriation in the sphere of circulation - Issues of economic development: the concept of "extraverted" development - Theory of Foreign Direct Investments - Industrial Relations - Principal Components Analysis (PCA) - Mathematical models - Modeling techniques (methods of linear and nonlinear regression) - Input - Output Analysis
Recommended reading	G. Economakis, G. Androulakis and M. Markaki, "Profitability and crisis in the Greek economy (1960-2012): an investigation". In Greek capitalism in crisis: Marxist Analyses (ed. Stavros Mavroudeas), Routledge, London - New York, 2014. - George Economakis, M. Markaki and A. Anastasiadis, "Structural Analysis of the Greek Economy", Review of Radical Political Economics, DOI: 10.1177/0486613414542779: http://rrp.sagepub.com/content/early/2014/08/22/0486613414542 779, 2014-online version. J. Milios, D. Dimoulis & G. Economakis (2002) Karl Marx and the Classics (An essay on value, crises and the capitalist mode of production),: Ashgate, Hampshire – Burlington, 2002. - Zisimopoulos and G. Economakis, "Greek Industrial Relations: the impact of public sector's restructuring". Industrial Relations in Europe Conference (IREC) 2012/ ESA RN 17, Challenges for Public and Private Sector, Industrial Relations and Unions in times of Crisis and Austerity, CIES-IUL, Lisbon, Portugal, September 5-7, 2012. M. J. Crawley, Statistics, An Introduction using R, John Wiley & Sons, Chichester, 2005.
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (50%) and an assignment (50%). Greek grading scale: 1 to 10. Minimum passing grade: 5

Language of instruction	Greek

Course title	**Corporate Law**
Course code	2227
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	ChryssoulaTsene, Assistant Professor
Aim of the course	Corporate Law is fundamental in creating reliable standarts for companies to follow. This course provides students with fundamentalelements of company law , by focusing on the following topics of SA companies and limited liability companies: basic principles of company law, separate legal personality, formation – registration- articles of association, Board of directors, appointment and removal of members of Board of directors, directors duties and liability, share issues- share capital- shareholders, resolutions and meetings, termination of company. The course also presents basic regulation on negotiable instruments as payment systems (banking cheques – bills of exchange), and an introduction to competition law and unfair business practices law.
Learning outcomes	At the end of this course the student will be able to understand: • The main types of commercial companies • The regulatory framework of SA company • The regulation of limited liability company • Basic legal rules on cheques and bills of exchange • Principles of competition law and business unfair practices law
Competences	At the end of this course the student will have acquired the skill to apprehend: • Statutory distinctions of companies • The economic and legal environment of S.A companies • The legal specificities of limited liability companies • The legal rules of operation of bank cheques and bills of exchange • Main issues of competition law and business unfair practices law.
Prerequisites	The are no prerequisite courses. It is however recommended that students have at least a basic knowledge of civil and commercial law.
Course contents	• Introduction to company law. • Types of companies. • Sources of company law. • Regulation of SA companies- principal provisions: formation – registration -articles of association, - share capital –shareholders: general meetings of shareholders, rights of shareholders- Board of directors : appointment - dismissal - general duties of members of the Board of directors . Resolutions and meetings. Accounts and reports- audit - mergers - termination - dissolution of company.

	• The regulation of limited liability companies - general provisions-limited liability, formation - registration -articles of association, capital-members- meetings of members, directors: appointment - dismissal. Termination of company. • Legal rules on cheques and bills of exchange. • Introduction to Competition Law and unfair business practices law.
Recommended reading	• Triantafillakis G., Commercial Law, NomikiBibliothiki, 2009. • Rokas N., Company Law, 7th edition, NomikiBibliothiki, 2012. • Rokas I., Commercial Law, 4th edition, NomikiBibliothiki, 2012.
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is determined by the final written exam.Greek grading scale: 1 to 10. Minimum passing grade:5
Language of instruction	Greek

Course title	**International Management**
Course code	2102
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Leonidas Maroudas, Professor
Aim of the course	The main objective of this course is to present and analyze the key components of international business in the context of the increasing internationalization of economic activities, as well as the effects of cultural values on administrative functions. Furthermore, through this course an investigation of the contemporary theories and practices of intercultural management and international human resource management occurs. Additionally, due to the multidimensional and interdisciplinary character of the teaching subject, emphasis was given on the analysis of the main parameters of the management of cultural differences and the range of practical measures required to effectively run a business in an international environment.

Learning outcomes	At the end of this course students will be able to: • Understand and interpret critically the effects of cultural values on administrative functions and practices of international human resource management. • Gain the knowledge and skills required for an effective manager in an international business environment. • Develop ideas and arguments about contemporary problems of intercultural management and international human resource management.
Competences	At the end of this course students will have further developed the following competences: • Ability to apply skills relating to international management practices, such as selection, development and reward of expatriate executives. • Presentation of views and resolve problems relating to the essential functions of intercultural management and international human resource management in a brief report.
Prerequisites	Sound knowledge of Business Administration I & II and Human Resource Management.
Course contents	• Conceptual background and the analysis of contemporary theoretical approaches to multi-cultural management and international management of human resource. • The international business; Organisation, alternative strategies and environmental limitations related to relocating the production operations abroad. • Analysis of the skills and competencies required for effective operation within a rapidly changing global environment. • Staffing an international business; recruitment, selection, remuneration policy, international mobility of executives, training, motivation and international career management.
Recommended reading	• Bartlett, C. and Ghoshal, S. (1995). Transnational management: text cases and readings in cross - border management, 2nd ed., Irwin, London. • Calori, R. and De Woot, P. (1994). A European management model: beyond diversity, Prentice Hall, New York. • Παπαγεωργίοσ, Π. (1990). Εισαγωγή στο Διεθνές Μάνατζμεντ, Α. Σταμούλης, Πειραιάς. • Rugman, A. and Hodgetts, R. (1994), International Business: a strategic management approach, McGraw Hill, London. • Tayeb, M. (1996), The Management of a Multicultural Workforce, J. Wiley & Sons, New York.

Teaching and learning methods	Lectures, Case Studies, Educational Films, Individual and Group Assignments
Assessment and grading methods	The grade is calculated as the weighted average of the written test (40%) and an assignment (60%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Consumer Behavior**
Course code	2219
Type of course	Elective
Level of course	Undergraduate
Year of study	Forth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of lecturer(s)	Contracted lecturer
Aim of the course	This course is designed to introduce the student to key theoretical concepts in consumer behaviour and build her/his ability to apply these concepts to real-world marketing problems. Real marketing examples will be presented and discussed, to explain and predict the ways in which consumers think and behave in given situations.
Learning outcomes	At the end of this course the student should be able to: • Understand current psychological, sociological and anthropological theories that provide insight into consumer behaviour; • Recognize which theoretical concepts are relevant to a particular decision-making context (such as a case study or discussion question), demonstrate clearly how these principles apply, and provide responses that are supported with evidence; • Apply theory to address real world marketing problems.
Competences	At the end of the course the student will have further developed the following skills/competences: • an understanding of how a consumer selects, purchases, uses and disposes products and services in order to successfully manage the marketing function. • the ability to design specific marketing strategies that focus around what motivates consumers what captures their attention and what retains their loyalty.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Marketing.

Course contents	This course is based on theories developed in psychology, sociology, economics and anthropology, and builds a bridge to marketing. The conceptual framework of the course breaks the causes of behaviour up into types of psychological responses (i.e., mental mechanisms), such as, perceiving, reasoning, feeling, learning, or remembering. These psychological responses intervene between the marketing mix (input) and the behaviour of consumers, such as purchase or usage (output). The psychological responses hence provide a framework as to why certain marketing inputs lead to certain outputs, that is, a framework to derive strategically relevant consumer insights. The course also reviews a range of simple but powerful "levers" (inputs) that can influence consumer behaviour in unexpected ways.
Recommended reading	Hoyer, Wayne and Deborah McInnis. (2010) *Consumer Behavior*. Boston: Houghton Mifflin, 5th edition.
Teaching and learning methods	Lectures – Real marketing examples - case studies - discuss questions - group exercises.
Assessment and grading methods	The grade is calculated based 100% on the final written exam.
Language of instruction	Greek

Course title	**Industrial Marketing and Saleforce Management**
Course code	2220
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Despina Karayanni, Associate Professor
Aim of the course	Issues related to 1) the industrial marketing context and 2) organizing and management of a company's sales-force. Specifically, we examine contemporary marketing strategies focusing on business-to-business contexts, customer relationship marketing and strategic alliances. Lectures will cover the industrial buying characteristics, the buying situation, the buying information sources, the buying criteria, the buying process and the purchasing decision making center. We'll also cover the salesperson types, the organization and management (recruiting, training, motivation, compensation plans and evaluation) of the sales-force, along with models measuring salespersons' performance. Lectures will cover state-of-the-art models and techniques in modern selling and sales force management. The course requires both qualitative and quantitative treatment of most issues. Hence

	and understanding of basic principles of organizational behaviour, marginal analysis from Microeconomics and applied statistics is expected.
Learning outcomes	At the end of this course the student should be able to understand: • Understand the integration of a business strategy with the salesforce management deployment. • Understand the buying and decision making criteria of key-accounts. • Understand the buying information sources of key-accounts. • Understand the role of relationship marketing and strategic alliances in the context of industrial marketing. • Understand the role of salesforce management in the industrial marketing strategy success. • Deploy successful salesforce management and marketing channel strategies • Acquire contemporary techniques on motivation, compensation planning and performance evaluation of a company's salesforce • Determine proper sales quotas and control systems of a salesperson's performance.
Competences	At the end of the course the student will be able to: • Develop a marketing plan in a business-to-business context. • Organize a business-to-business company's Salesforce (territory, quantity and type of Salesforce management) • Manage (recruiting criteria, motivation, education, compensation, control and evaluation) a business-to-business company's Salesforce • Set accurate selling quotas and control plans • Use various salesforce performance optimization and evaluation tools and models
Prerequisites	2125 Introduction to Marketing
Course contents	• Business-to-business buying criteria • Buying process, buying decision making center, buying situation • Business-to-business information sources • Contemporary selling strategies-customer relationship management • Business networks • Organizing the Salesforce (territory management, selling types, salesforce size) • Salesforce management (recruiting, training, motivation-compensation plans, evaluation) • Selling quotas and control systems • Using salesforce performance models
Recommended reading	Sales force management, M. W. Johnson and G. W. Marshall, McGrawHill, Business-to-business marketing, Fill, Chris and Fill, Karen, Prentice Hall.
Teaching and learning methods	Lectures – Written Essay

Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks maximum, given by the written essay. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek

Course title	**Industrial Marketing and Saleforce Management**
Course code	2220
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)
ECTS credits	5
Name of Professor	Despina Karayanni, Associate Professor
Aim of the course	Issues related to 1) the industrial marketing context and 2) organizing and management of a company's sales-force. Specifically, we examine contemporary marketing strategies focusing on business-to-business contexts, customer relationship marketing and strategic alliances. Lectures will cover the industrial buying characteristics, the buying situation, the buying information sources, the buying criteria, the buying process and the purchasing decision making center. We'll also cover the salesperson types, the organization and management (recruiting, training, motivation, compensation plans and evaluation) of the sales-force, along with models measuring salespersons' performance. Lectures will cover state-of-the-art models and techniques in modern selling and sales force management. The course requires both qualitative and quantitative treatment of most issues. Hence and understanding of basic principles of organizational behaviour, marginal analysis from Microeconomics and applied statistics is expected.
Learning outcomes	At the end of this course the student should be able to understand: - Understand the integration of a business strategy with the salesforce management deployment. - Understand the buying and decision making criteria of key-accounts. - Understand the buying information sources of key-accounts. - Understand the role of relationship marketing and strategic alliances in the context of industrial marketing. - Understand the role of salesforce management in the industrial marketing strategy success. - Deploy successful salesforce management and marketing channel strategies - Acquire contemporary techniques on motivation, compensation planning and performance evaluation of a company's salesforce

	• Determine proper sales quotas and control systems of a salesperson's performance.
Competences	At the end of the course the student will be able to: • Develop a marketing plan in a business-to-business context. • Organize a business-to-business company's Salesforce (territory, quantity and type of Salesforce management) • Manage (recruiting criteria, motivation, education, compensation, control and evaluation) a business-to-business company's Salesforce • Set accurate selling quotas and control plans • Use various salesforce performance optimization and evaluation tools and models
Prerequisites	2125 Introduction to Marketing
Course contents	• Business-to-business buying criteria • Buying process, buying decision making center, buying situation • Business-to-business information sources • Contemporary selling strategies-customer relationship management • Business networks • Organizing the Salesforce (territory management, selling types, salesforce size) • Salesforce management (recruiting, training, motivation-compensation plans, evaluation) • Selling quotas and control systems • Using salesforce performance models
Recommended reading	Sales force management, M. W. Johnson and G. W. Marshall, McGrawHill, Business-to-business marketing, Fill, Chris and Fill, Karen, Prentice Hall.
Teaching and learning methods	Lectures – Written Essay
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks maximum, given by the written essay. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek

Course title	**Research Methods**
Course code	2147
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Seventh (7th)

ECTS credits	5
Name of Professor	Despina Karayanni, Associate Professor
Aim of the course	The course involves with examination of approaches and methods of marketing research with particular attention given to the perspective of the marketing manager. The course provides a comprehensive understanding of procedures applicable to market surveys and related marketing tools. All firms collect information to develop new products and services to develop methods for promoting their offerings. This course focuses on the role of marketing research in this process. Research methods and techniques involving the use of secondary data and the collection of primary data are discussed and illustrated. Some of the topics include: 1.selecting the appropriate method of developing data -- using survey questionnaires, experiments, focus groups, etc.; 2.analyzing data; 3.measurement; and 4.interpreting the results of an analysis to make decisions. In-depth coverage is given to the process of problem formulation, research design, questionnaire design, sampling, tabulation and analysis, and tests of statistical significance. Emphasis is placed on the development of a survey by student teams.
Learning outcomes	At the end of this course the student should be able to understand: • The basic research methods • The information collected by secondary and primary sources • The value and process of qualitative research, via personal interviews, focus groups, etc. • The value and process of quantitative research, via quantitative research questionnaire and appropriate research sample • To apply the appropriate research method, depending on the research problem • To formulate the research questionnaire • To determine the research frame and the research sample, as well as the sampling method. • To select the appropriate research collection method • To analyze the data using the SPSS statistical package • To make the appropriate tests of statistical significance • To produce the research results driving to implications for marketing decision making • To form the research report.
Competences	At the end of the course the student will be able to: • Understand the basic methods and research techniques of secondary and primary data collection • Understand the value of qualitative research, via personal interviews, focus groups, etc., • Understand the value and process of quantitative research, via the appropriate quantitative research questionnaire and research sample • Select the appropriate research method, depending on the research problem • Formulate the research questionnaire. • Determine the research frame and the research sample, as well as the

	research sampling method. • Select, to tabulate and analyze the data using the SPSS statistical package. • Proceed to clear results that lead to implications for safe decision making • Compose the research report.
Prerequisites	2125 Introduction to Marketing
Course contents	• The role and the nature of the market research • The research process • Secondary and primary data collection • Methods of qualitative research • Quantitative research- Measuring the consumer attitudes • Measurement scales • Principles of research questionnaire design • Research sampling • Data tabulation and design (using the SPSS statistical package) • Descriptive and causality analysis • Composition of the research report
Recommended reading	Marketing research, methodological foundations, G. Churchill, Dryden
Teaching and learning methods	Lectures – Written Essay based on an original market research based on team work
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks maximum, given by the written essay. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek and English (for the Erasmus students)

8th semester courses

Course title	**Electronic Marketing, Electronic Business Planning and Security Systems**
Course code	2218
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	Ioannis Stamatiou, Associate Professor, Despina Karayanni, Associate Professor
Aim of the course	The course involves two major sections. In the first section we examine the electronic marketing strategy, the e-buyer characteristics, the optimization and the evaluation of e-marketing performance. Specifically, we integrate the business marketing strategies with the e-business applications' potentials. In this scope, we focus on such marketing concepts and tools, as database marketing, customer segmentation and targeting, the customized product bundle, the on-line direct marketing, the e-payment systems, the customer retention and recalling through the WWW, the mobile phone and other Internet platforms and tools. The objectives are the optimization of business visibility, buyers' accessibility and e-business strategy performance. The next section discusses principles and basic techniques of information systems and electronic trsnsactions security.
Learning outcomes	At the end of this course the student should be able to understand: • The electronic marketing concepts, such as interactivity, personalization-customization and information density. • The e-business evaluation models, such as value proposition, revenue model, market opportunity. • The e-business strategy models, such as business-to-consumer, business-to-business, customer-to-customer, customer-to-business, auctions, reverse auctions, Customer Relationship Management (CRM) Systems, Search Engine Optimization (SEO), etc. • The optimization of the Web page design, focusing at differentiated marketing communication targets. • The e-payment systems. • The optimization of e-business performance. • The evaluation tools of e-business strategies. • Understanding of security issues of information systems and electronic transactions.
Competences	At the end of the course the student will be able to: • Develop a marketing plan in various electronic contexts • Develop and manage a business webpage and presence • Develop and manage various social network and on-line communities • Use various e-business performance optimization and evaluation tools and models • Understanding of security issues of information systems and electronic transactions.

Prerequisites	2125 Introduction to Marketing, 2136. Industrial Marketing and Salesforce Management, 2208. Marketing Strategy.
Course contents	- E-commerce, basic concepts and tools - Major e-business models - Internet and WWW characteristics and potentials - Organizing the E-business presence - Management of social networks and electronic communities - Criteria and tools of the e-business performance optimization - Evaluation of e-business strategy - Introduction to cryptography and protection of personal data. - Basic principles of information and communication systems security.
Recommended reading	- Internet marketing and e-commerce, Ward Hanson & Kirthi Kalyanam, Ed. Thomson South Western, 2007. - E-commerce 2013, business, technology, society, K. Laudon, Carol Travel, Ed. Pearson, 2013
Teaching and learning methods	Lectures – Computer lab, Written Essay
Assessment and grading methods	The grade is calculated as the sum of the grade of the final written exam plus a bonus grade of 2 marks, maximum, from the homework given during the lab sessions and the written essay. The bonus marks are given only of the grade in the final written exam is at least 5. Minimum passing grade: 5.
Language of instruction	Greek.

Course title	**Game Theory**
Course code	2211
Type of course	Compulsory
Level of course	Undergraduate
Year of study	Forth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	Pavlos Peppas, Professor
Aim of the course	The strategic decisions of a firm are effected by the actions of its competitors, which in turn take into consideration the possible moves of their own competitors in their decision making. Such interaction between competitors in the process of strategic decision making is common in the business world. Game Theory studies these type of scenarios and helps us improve our understanding of the different parameters that came into play in competitive decision making. The aim of this course is to present students with the main models and results from Game Theory for the most important categories of games.
Learning outcomes	At the end of this course the student will be able to:

	• Encode scenarios of decision making in the presence of competition as Game Theory Problems. • Understand the main concepts and techniques from Game Theory. • Understand and interpret the solutions provided by the models of Game Theory.
Competences	At the end of this course the student will have acquired the skill of identifying situations that can be approached through Game Theory, and will have improved the quality of her/his decision making in the presence of competition.
Prerequisites	There are no prerequisite courses.
Course contents	In this course we study the main models and results from Game Theory, focusing more on applications. In particular the topics we examine include: • games with sequential moves • games with simultaneous moves • mixed strategies • auctions • voting
Recommended reading	R. Gibbons, "A Premier in Game Theory", Financial Times/Prentice Hall, 1992. Dixit and S. Skeath, "Games of Strategy", Norton & Company, 2004. J. Watson "Strategy: An Introduction to Game Theory", Norton & Company, 2007.
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is determined by the final written exam. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Integrated Marketing Communication**
Course code	2176
Type of course	Elective
Level of course	Undergraduate
Year of study	Forth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of lecturer(s)	Contracted Lecturer
Aim of the course	This course is concerned with the development, implementation and evaluation of marketing communication activities. The course takes a marketer's perspective, requiring you to consider and critically evaluate factors influencing both the design and implementation of comprehensive, integrated marketing

	communication (IMC) programs. The course emphasizes to advertising and public relations.
Learning outcomes	At the end of this course the student should be able to: • Apply the key terms, definitions, and concepts used in integrated marketing communications. • develop competitive and positioning strategies and select the target audience(s) for the IMC campaign plan. • Examine how integrated marketing communications help to build brand identity and brand relationship, and create brand equity through brand synergy. • Choose a marketing communications mix to achieve the communications and behavioural objectives of the IMC campaign plan. • Develop an integrated cross-media strategy and creative message and concept to reach the target audience and deliver the brand promise through an IMC campaign.
Competences	At the end of the course the student will have further developed the following skills/competences: • Structure an integrated marketing communications campaign plan based on the application of marketing concepts, principles, and practices within an organization. • Measure and critically evaluate the communications effects and results of an IMC campaign to determine its success.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Marketing.
Course contents	• Integrated Marketing Communications (IMC) and IMC plan. • The communication process. • Persuasion in marketing communications. • Market segmentation and brand positioning. • Advertising management, strategy and implementation. • Evaluating advertising effectiveness. • Broadcast media, and print and support media. • Media planning and analysis. • Marketing public relations. • Communication during crisis.
Recommended reading	Duncan, T., & Ouwersloot, H. *Integrated Marketing Communications*. European ed. New York: McGraw-Hill, 2008.
Teaching and learning methods	Lectures – Real marketing examples/case studies/discuss questions. A variety of methods to present the materials, lectures, cases, discussions, group exercises
Assessment and grading methods	For Erasmus students the grade is calculated based 70% on the group assignment and 30% on the (in class) presentation of the assignment.
Language of instruction	Greek

Course title	**Sports Management**
Course code	2214
Type of course	Elective
Level of course	Undergraduate
Year of study	Forth (4th)
Semester	Eight (8th)
ECTS credits	5
Name of Professor	Dimitra Papadimitriou, Assistant Professor
Aim of the Course	This is an introductory course to the sports industry for undergraduate students. It explores the different settings for sports as well as the size and characteristics of the local and international industry related to professional and amateur sports. It also differentiates the types of sport programs offered in the private, public and nonprofit sector, including sports tourism. The aim of this course is that students have the opportunity (1) to apply already developed management and marketing knowledge and tools in sports organizations and businesses (2) to understand in more depth the consumer behavior pertinent to sports services, programs and spectator sports and (3) to develop critical thinking skills to solve problem in sport organizations. Given the power of sport as a social institution, sport managers of the future need to be agents of change, at the local or national level.
Learning outcomes	At the end of this course the student should be able to: • Explain the unique aspects of sport and sports management and identify the different types of settings in which sporting activities are delivered. • Differentiate between types of sport behavior and understand the process of decision making in sport. • Identify the unique facets of professional sport including its governance and sources of revenues. • Apply management and marketing knowledge and theories in different type of sports organizations. • Demonstrate an understanding of the principles and procedures in planning and staging sport events and facilities. • Understand the interaction between sport and tourism and the socio-economic implications of sport tourism.
Competences	At the end of the course the student will have further developed the following skills/competences: • To address managerial problems and challenges in sports organizations. • To design and put in place sports related services, programs and events. • To design and implement marketing and sponsorship programs in the sport sector. • To evaluate sport services and identify sports-related needs in the broad area of sports.
Prerequisites	No prerequisite courses are required, but it is highly recommended that students are familiar with organizational theory and behavior and introductory marketing knowledge.
Course contents	• Introduction to sport services and products, understanding of the sport behavior and the process of decision making in relation to sport

	consumption.
	• Sport management, education, research, networks, roles and responsibilities, career options.
	• Sport organizations and businesses, principles in managing amateur sport clubs.
	• Sport policy and strategy in sport, exercise and leisure. Different sport development models.
	• Leadership and human resource management in the sport industry.
	• Managing volunteers in sport, creating a plan which assess needs and motivates volunteers to offer their time.
	• Structuring sport organizations in the profit and nonprofit sector.
	• Designing and managing sport and leisure programs.
	• Evaluating sport programs and organizations, measures related to effectiveness, efficiency and satisfaction.
	• Introduction to sport marketing, branding, sponsorship and sport licensed products.
	• International sport industry, the Olympic Movement, the soccer industry, key trends and challenges.
	• Sport and tourism, the role of mega events and sport projects in the development of local economies.
Recommended reading	**Textbooks** • Papadimitriou, D., (2005). The Management of Sport Organizations and Businesses, Athens: Kleidarithmos, Publications. • Alexandris, K. (2006). Principles of Management and Marketing in Sport Organizations and Businesses. Thessaloniki, Christofoulidis Publications. Additional sources • Bridges, F. J., & Roquemore, L. L. (1998). Management for Atheltic/Sport Administration. ESM books. • Chelladurai, P. (1999). Human Resource Management in Sport and Recreation. USA: Human Kinetics. • Grantham, C. W., Patton, W. R., York, D. T., & Winick, L. M. (1998). Health Fitness Management: A comprehensive Resource for Managing and Operating Programs and Facilities. USA: Human Kinetics. • Masteralexis, L. P., Barr, C. A. & M. A. Hums (1998), Principles and Practice in Sport Management. USA: An Aspen Publication. • Mull, F. R., Bayless, G. K., Ross, M. C., Jamieson, M. L. (1997). Recreational Sport Management. USA: Human Kinetics. • Slack, T. (1997). Understanding Sport Organizations. USA: Human Kinetics. • Torkildsen, G. (1998). Leisure and Recreation Management. London: Routledge.

	Journals
	- Journal of Sport Management - International Journal of Sport Management - European Journal of Sport Management - Managing Leisure - Sport Management Review - The International Journal of Sport Marketing and Sponsorship - Sport Marketing Quarterly - Οικονομία & Αθλητισμός **WWW SITES Κέντρο ενημέρωσης της Αθλητικής Διοίκησης:** **www.unb.ca/web/sportmanagement** . **www.elleda.gr**
Teaching and learning methods	Lectures, case studies, group discussions, individual and group assignments.
Assessment and grading methods	The grade is calculated as the weighted average of one individual assignment, one presentation and the final exam. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Simulation of Business Processes**
Course code	2141
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	Ioannis Giannikos Associate Professor
Aim of the course	This course covers the modeling and analysis of business systems using computer simulation. The objective of the course is to introduce students to simulation as a modeling tool with emphasis on understanding the structure of a simulation model and implementing it by means of commercially available software (EXTEND). The course also covers the statistical design and analysis of simulation models. These topics include random number generation, input data analysis, statistical analysis of simulation outputs, variance reduction techniques, and design of simulation experiments. A series of laboratory sessions provide students with hands-on experience of designing and implementing simulation models.
Learning outcomes	At the end of this course the student should be able to: - Design a simulation model for a particular system under examination. - Implement the model using commercially available software.

	• Design the experiments required in order to study the system under consideration. • Analyze and interpret the results of the simulation.
Competences	At the end of the course the student will have further developed the following skills/competences: • Implementation of models using the EXTEND package. • Statistical analysis of simulation results. • Reporting and presenting the results.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Statistics.
Course contents	• The concept of simulation • Discrete Event Simulation • Random Numbers • Business simulation • Model testing and validation • Planning and analysis of simulation output • Applications
Recommended reading	• Pidd M. "Computer Simulation in Management Science", Wiley 1998 • Meier R.C., Newell N.T. and Pazer H.L. "Simulation in Business and Economics, Prentice Hall, 1997 • Laguna M. "Business Process Modeling, Simulation, and Design", Prentice Hall, 2004 • McGarvey B. and Hannon B. "Dynamic Modeling for Business Management : An Introduction (Modeling Dynamic Systems)", Springer, 2004 • Winston W. "Simulation Modeling Using @RISK", Duxbury Press, 2000
Teaching and learning methods	Lectures – Laboratory sessions
Assessment and grading methods	The grade is calculated as the weighted average of the final written exam (40%) and a project during the semester (60%). Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Satellite Accounts Supporting Systems**
Course code	2154
Type of course	Elective
Level of course	Undergraduate
Year of study	Forth (4^d)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	Vassilis Voutsinas, Professor

Aim of the course	The description of a total economy, its functions, components, and outcome, on the basis of the internationally compatible accounting framework of System of National Accounts (SNA).
	Why and how national accounting is expanded in a flexible manner so as certain areas of social-economic interest to be approached for a holistic description of their functions and measurement of their outcome, i.e. the Satellite Accounts (SA).
	Advanced techniques of Information Technology (IT) are applied to support the analysis of data of Tourism Satellite Account (TSA). TSA is demonstrated as an indicative case study of SA.
Learning outcomes	At the end of this course the student should be able to formulate:
	• Basic principles of SNA: entities/units of a national economy, their economical relationships (flows / transactions), rationalization and the way flows are recorded in sectoral accounts and the input-output framework, and macroeconomic aggregates and balancing items.
	• The reason and the method that certain fields of social-economic interest are confronted in accordance with the rules of SNA but beyond its central framework. Satellite Analysis and Accounts. Historical background for the documentation of the development of SA, types of SA, the scope of each type, the approach of supply-use analysis in SA. Table-Accounts of satellite analysis.
	• Principles for the development of SA for a certain socio-economic field as a case study, i.e. Tourism SA due to its international progress. Tables-Accounts of TSA.
	• The use of Ontologies to represent the basic concepts of TSA. Exploiting the technologies of OLAP and Balanced Scorecard in representing and accessing Tables-Accounts of TSA. On-Line Analytical Processing (OLAP) provides a multidimensional view of the business operational data to the users, supporting various aggregation levels. Balanced Scorecard translates the vision of an enterprise into a set of interrelated key performance indicators.
Competences	At the end of this course the student will know to document and interpret:
	• Purpose of SNA, its coverage and main items.
	• Fundamentals of SA and the reason of SA development.
	• Fundamentals of TSA and its development approach.
	Also, the student will be able to use commercial software for OLAP and Balanced Scorecard in order to analyze data of TSA tables.
Prerequisites	There are no prerequisite courses. It is, however, recommended that students have at least a basic knowledge of Macroeconomic and Business Software.
Course contents	1. International and European standards of SNA, i.e. SNA 1993, 2008, ESA 1995 - Units-Sectors of national economy - Establishments, Local kind-of-activity units, Industries, Homogeneous Branches - Flows / Transactions

	- Sectoral Accounts
	    - Input-Output framework
	    - Macroeconomic aggregates and balancing items
	    - International-European's Union-National Classifications of Products and Industries
	
	2. SA
	    - Development rationalization. Historical background
	    - SA Types
	    - Functionally Oriented SA (FOSA)
	    - Analysis of the use side in FOSA
	    - Analysis of products and supply side in FOSA
	    - Non-monetary data
	    - Tables SA
	
	3. TSA
	    - Demand side. Non-monetary statistics
	    - Demand side. Monetary statistics
	    - Supply side
	    - Confrontation of tourism demand and overall supply
	    - Employment
	    - TSA tables. Rationalization of their sequence
	
	4. XML-RDF
	    - Introduction
	    - Related Ontologies in the literature
	    - Representation of TSA concepts
	
	5. OLAP
	    - Introduction to OLAP
	    - OLAP functions
	    - OLAP application to TSA
	
	6. Balanced Scorecard
	    - Introduction
	    - Implementation issues
	    - Application to TSA

Recommended reading	• "Satellite Accounts Decision Supporting Systems", B. Boutsinas, K. Giannopoulos, Course Academic Supporting Material. [in Greek] • "Business Intelligence – Fundamentals and Applications", B. Boutsinas, Kostaraki Evridiki Publications, Athens, 2003 (in Greek). • "Tourism Satellite Account. National Accounting for tourism and an empirical application in Greece", K. Giannopoulos, M. Diakomihalis, Papazisi Publications, 2012, Athens.
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is calculated as the grade of final written exams. Greek grading scale: 1 to 10. Minimum passing grade: 5
Language of instruction	Greek

Course title	**Labour Law and Employment Relations**
Course code	2205
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	ChryssoulaTsene, Assistant Professor
Aim of the course	Labour law is an evolutive body of legal rules, with significant impact on social environment stakeholders. Furthermore, labour law is considered traditionally as key mechanism for the protection of employees. The aim of the course is to introduce students to fundamental regulation of labour law and employment relations, including the following topics: general background, definitions, sources of labour law, equality of men and women, the notion of individual labour contract: general conditions of making–modification and termination of the contract, the duties of the parties, working time, remuneration, wages, allowances. Collective labour relations, trade unions, the right of strike.
Learning outcomes	At the end of this course the student will be able to understand: • General concepts of labour law and employment relations • The definition of individual labour contract • The principal conditions of formation of the individual labour contract • The duties and rights of the parties • The remuneration systems • The legal conditions of termination of the individual labour contract-control of the employer's right to terminate the contract unilaterally • The protection of the trade union freedom • The protection of the right of strike
Competences	At the end of this course the student should be able to understand and apprehend: • The significant role of labour law as factor of social stability and prosperity • The statutory role of labour law for enhancing the protection of employees • The ratio of the regulation of formation – modification – termination of the individual labour contract • The specificities of the duties and rights of the parties • Legal aspects of the control of the employer's right to terminate the contract

	• The basic concepts of collective labour relations • The reglementary framework for the protection of the trade union freedom • The regulation of the right of strike
Prerequisites	There are no prerequisite courses. It is however recommended that students have at least a basic knowledge of civil law.
Course contents	• Introduction - the general background- definitions and notions – sources of labour law - the principle of equality of men and women • The individual labour contract- definition – fundamental elements of appreciation – distinction from other types of contracts of civil law • Duties of the parties in the course of the employment relationship- working time limits – overtime pay- the duty of the employee to follow the employer's instructions • Working time and leave- annual vacation – holidays- types of leave • Remuneration- types of remuneration – wage- allowances • The termination of the individual labour contract - conditions of employer's right to terminate the contract • Collective labour relations- the trade unions- collective bargaining - Collective labour contracts- formation- content • The right of strike-conditions–sanctions.
Recommended reading	Koukiadis J., Labour Law, 5 ed. 2014, Sakkoulas
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is determined by the final written exam.Greek grading scale: 1 to 10. Minimum passing grade:5
Language of instruction	Greek

Course title	**Capital Markets Law and Corporate Governance Regulation**
Course code	2228
Type of course	Elective
Level of course	Undergraduate
Year of study	Fourth (4th)
Semester	Eighth (8th)
ECTS credits	5
Name of Professor	ChryssoulaTsene, Assistant Professor

Aim of the course	Capital market regulationisabsolutely necessairy in the face of the growing importance of capital markets integration. The aim of the course is to present students the fundamental aspects of capital markets law and corporate governance regulation in Greek legal system. The topics covered include: introduction to capital market theory and development, general principles of capital markets regulation in Greece, Financial instruments in the capital market, requirements of listed companies, public offerings, investor protection. In addition, the course introduces students to main legal aspects of corporate governance regulatory framework, and Codes of Corporate Governance in listed SA companies, including compliance systems, risk management and remuneration policies.
Learning outcomes	At the end of this course the student should be able to understand: • The contemporary capital market concepts • The categorisation of financial instruments • The role of key regulatory Authorites in greek legal system (The Hellenic Capital Market Commission) • The Stock Exchange listing requirements • The main issues of the regulatory framework
Learning outcomes	At the end of this course the student should be able to understand: • The contemporary capital market concepts • The categorisation of financial instruments • The role of key regulatory Authorites in greek legal system (The Hellenic Capital Market Commission) • The Stock Exchange listing requirements • The main issues of the regulatory framework of listed SA companies • The fundamental aspects of corporate governance systems as well as the structure of Codes of Corporate Governance
Competences	At the end of this course the student should be able • Understand principal legal issues of capital market regulation in greek legal system • Outline the structure, authorities and responsibilities of key regulatory bodies • Apprehend important legal issues relevant to enhancing investors protection • Assess the importance of law requirements in listed SA companies • Realize the role of corporate governance systems in European and Greek law system • Analyse key mechanisms of corporate governance framework in greek legal system • Understand the regulatory role of Codes of Corporate Governance
Prerequisites	There are no prerequisite courses. It is however recommended that students have at least a basic knowledge of civil and commercial law.

	- Introduction to capital market regulation – History. The financial instruments – categorization. The legal natureand specificities of capital market regulation. The sources- regulation –self- regulatory mechanisms. Key – regulatory authorites. The Hellenic Capital Market Commission. - Investment services and protection of investors- conflicts of interest – categorization of investors. - Listing rules and regulatory requirements for the admission to trading on a regulated market - The regulatory framework of listed companies according to general legalprovisionsof SA companies- duties of disclosure and transparency requirements. - Market abuse- prohibition of abuse of confidential information- mandatory disclosure of confidential information - Prospectus- mandatory content- procedure of approval by the Hellenic Capital Market Commission – public offerings - Corporate Governance. History- concepts and definitions – the external and internal factors of corporate governance. The regulatory framework of corporate governance in European law – comparative analysis- the sel- regulatory nature – soft law. The regulatory framework of corporate governance in greek legal system: composition of board of directors, executive and non-executive members. Commissions regarding compliance systems- risk management and remuneration policies. Codes of corporate governance: regulatory role and structure. The mechanism "complies or explain". The greek Code of Corporate Governance.
Recommended reading	Aygitides D, The listed SA company, 2e ed., NomikiBibliothiki, 2013 Kordi-Antonopoulou M., The legal framework of financial instruments market, 2 ed, Sakkoulas, 2010
Teaching and learning methods	Lectures
Assessment and grading methods	The grade is determined by the final written exam.Greek grading scale: 1 to 10. Minimum passing grade:5
Language of instruction	Greek